

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86019243
LAW OFFICE ASSIGNED	LAW OFFICE 103
MARK SECTION	
MARK	http://tmng-al.uspto.gov/resting2/api/img/86019243/large
LITERAL ELEMENT	SCRAPER MIXER
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
ARGUMENT(S)	
<p>This responds to the February 26, 2016 Final Office Action. Applicant appreciates that the Examining Attorney has accepted the amendment to add Section 1(a) as basis of registration. The Examining Attorney has maintained a refusal of registration on the basis that the applied-for mark is descriptive of Applicant's goods and/or services.</p> <p>Applicant respectfully traverses the refusal of registration on the above basis, and maintains its previous submissions that the applied-for mark is not descriptive of Applicant's goods within the meaning of Section 2(e)(1) of the Trademark Act. Applicant further maintains, in the alternative, that even if the mark is considered to be merely descriptive within the meaning of the Act, the mark has acquired distinctiveness through substantially continuous use by Applicant to be registrable within the meaning of Section 2(f) of the Trademark Act.</p> <p>Reconsideration of the application in view of the remarks and supporting evidence herein, in addition to the previous Office Action Response dated April 30, 2014 is respectfully requested. Applicant has filed a Notice of Appeal and has requested suspension of the appeal pending consideration of this Request by the Examining Attorney.</p> <p>I. Applicant's Applied-For Mark is Not "Merely Descriptive"</p> <p>Applicant incorporates its arguments in the previous Office Action Response dated April 30, 2014. In the February 2, 2016, Office Action, the Examining Attorney argues that "the evidence of record shows that 'scraper' is a term that is commonly used to refer to a particular type of spatula that is commonly used in baking and in connection with mixers – whether as an attachment or a separate implement – to 'scrape' or clear the sides of bowls and/or empty baking vessels or containers of their contents." While this may be true, Applicant's goods for the applied for mark are electric mixers for household use and not a spatula or other attachment.</p> <p>Further, while the words "scraper" and "mixer" used individually are known words used in the trade, the term "Scraper Mixer" is a fanciful and distinctive term not ordinarily usable in the trade to describe any quality characteristic or ingredient of the goods in question. Courts have regularly allowed registrations for marks comprised of terms that individually may be descriptive but in combination result in a composite mark that is not "merely descriptive." See <i>In re Colgate-Palmolive Co.</i>, 406 F.2d 1385, 160 U.S.P.Q. 733 (CCPA 1969) (reversing the refusal to register CHEW 'N CLEAN stating "[granted that 'CHEW 'N CLEAN' might well, and doubtless does, suggest a possible manner of use of the dentifrice, it is not merely descriptive of the dentifrice per se."); <i>In re Capital Cities Communications, Inc.</i>, 193 U.S.P.Q. 111 (TTAB 1976) (finding that the mark COUNTRY GOLD "does not indicate with any particularity the nature of applicant's services [radio broadcasting services] and any suggestive meaning projected by the term is the result of analysis and supposition."); (<i>In re Kopy Kat, Inc.</i> 498 F.2d 1379 (CCPA 1974) (WE PRINT-IN IN A MIN-IT, held to be highly suggestive of printing services when no evidence was provided to show the slogan has been used by anyone before and finding that the slogan does not identify the services.). Here, there is no evidence that the composite term "Scraper Mixer" has ever been used by any other manufacturer of electric mixers for household use to describe any feature of their product. To the contrary, commercial reviews of the Breville SCRAPER MIXER product line refer to the product class as "stand mixers", not "scraper mixers". See Exhibit G ("[t]he stalwart in the Breville line of stand mixers, the Scraper Mixer combines sleek, attractive form with function and innovative technology.") To the contrary, <i>Consumer Reports</i> notes that Applicant has "dubbed" its product "the SCRAPER MIXER . . ." See E ([<i>Consumer Reports</i>] "[d]ubbed the SCRAPER MIXER Pro, the Breville BEM800XL, \$300, earned an overall score of 81 in our tests edging out the recommended KitchenAid Classic K45SS[WH], \$200, and all</p>	

recommended KitchenAid Artisan KSM 150PS[WW], \$300 (five KitchenAids in all appear in the full ratings.”) *Consumer Reports*’ use of the “dubbed” phraseology further supports a conclusion that the SCRAPER MIXER mark is fanciful and distinctive rather than descriptive of a class of product.

The Office Action attaches information from Best Reviews. However, nowhere in the reviews is an electric mixer described as a “Scraper Mixer”. The only time this composite term is used is when it is referring to Applicant’s product.

While it is understood that that each case stands on its own facts, it is always instructive to consider other situations where marks were determined to be NOT merely descriptive. In addition to the cases cited above, other cases to consider where combinations of words were found not “merely descriptive are:

In re Polytop Corp., 167 U.S.P.Q. 383 (TTAB 1970) (finding LOC-TOP for bottle closure caps not “merely descriptive”)

Polaroid Corp. v. Anken Chemical & Film Corp., 343 F.2d 771, 145 U.S.P.Q. 191 (CCPA 1965) (finding POLYCOPY for photocopying machines not “merely descriptive”)

Minnesota Mining & Mfg. Co. v. Johnson & Johnson, 454 F.2d 1179, 172 U.S.P.Q. 491 ((CCPA 1972) (finding SKINVISIBLE for transparent medical adhesive tape not “merely descriptive”)

Norwich Pharmacal Co. v. Chas. Pfizer & Co., 165 U.S.P.Q. 644 (TTAB 1970) (finding UNBURN for skin preparation not “merely descriptive”)

In re Shop-Vac Corp., 219 U.S.P.Q. 470 (TTAB 1983) (finding WET/DRY BROOM for electric vacuum cleaners not “merely descriptive”).

For these reasons, Applicant requests that the Examining Attorney withdrawal the Section 2(e)(1) refusal.

II. Applicant’s Applied-For Mark Has Acquired Distinctiveness

Even if the applied-for mark is considered to be merely descriptive within the meaning of the Act, which Applicant respectfully traverses, the mark has acquired distinctiveness through substantially continuous use by Applicant to be registrable within the meaning of Section 2(f) of the Trademark Act. The ultimate test for secondary meaning is “whether the term, symbol or device identifies goods ‘of a particular source’ in which case it is protectable.” *Warner Bros., Inc. v. Gay Toys, Inc.*, 724 F.2d 327, 333 (2nd Cir. 1983). To support the claim of acquired distinctiveness, an applicant may submit evidence including specific dollar sales under the mark, advertising figures, samples of advertising, consumer or dealer statements of recognition of the mark as a source identifier, and affidavits/declarations. 37 C.F.R. §2.41(a)(3); *In re Ideal Indus., Inc.*, 508 F.2d 1336, 1339-40, 184 U.S.P.Q. 487, 489-90 (CCPA 1975).

In support of Applicant’s alternative claim of acquired distinctiveness, Applicant submits the attached evidence includes a Declaration from Seerena Wright and Exhibits A-H, which includes evidence of, among other things, long and continuous use, advertising dollars, and dollar sales. Applicant also submits samples of advertisements (**Exhibits I-K**) and evidence to support Applicant’s efforts in the United States to associate the mark with the source of goods such as unsolicited media coverage (**Exhibits E-H**).

Specifically, Applicant has used the applied-for mark SCRAPER MIXER continuously for more than six years. (Declaration in Support of Acquired Distinctiveness Under Section 2(f) (hereinafter Declaration) at ¶ 3). Since 2010, Applicant has sold products under the applied-for mark through its own retailing platform www.brevilleusa.com. (Declaration at ¶ 4). Additionally, Applicant has sold products under the applied-for mark in stores that specialize in professional-quality cookware and accessories such as Williams Sonoma and Sur La Table. (Declaration at ¶ 4). Applicant contributes to the advertising costs of these stores to promote Applicant’s products sold under the applied-for mark. (Declaration at ¶ 7). Specifically, Applicant contributes annually to Williams-Sonoma via a net invoice pricing program which covers advertising and promotional marketing of Applicant’s products. (Declaration at ¶ 7). Applicant also has an annual 7% co-op program with Sur La Table to support activities including advertising and promotional events for Applicant’s products. (Declaration at ¶ 7). These marketing activities include, among other things, catalog marketing, email marketing, promotional advertising, point of sale marketing. (Declaration at ¶ 7). Examples of advertisements and promotional materials are included in **Exhibits I-K**.

Because of the success of Applicant’s products, its electric mixer known as the SCRAPER MIXER has received unsolicited editorial exposure. (**Exhibits E-H**; Declaration at ¶ 6). This includes comments that “[t]he stalwart in the Breville line of stand mixers, the Scraper Mixer combines sleek, attractive form with function and innovative technology.” (**Exhibit G**). In 2012, *Consumer Reports* reported that Applicant’s product “[d]ubbed the SCRAPER MIXER Pro, the Breville BEM800XL, \$300, earned an overall score of 81 in our tests edging out the recommended KitchenAid Classic K45SS[WH], \$200, and all recommended KitchenAid Artisan KSM 150PS[WW], \$300 (five KitchenAids in all appear in the full ratings.” (**Exhibit E**).

Applicant’s products sold under the applied-for mark have been successful in the United States. Sales of Applicant’s products sold under the applied-for mark accounted for approximately \$5,844,499.00 in sales of 32,376 units in the United States. (Declaration at ¶ 8). In the year 2015, the value of exports to the United States of products sold under the applied-for mark amounted to \$505,991.00. (Declaration at ¶ 8).

Applicant’s products cost between \$200 and \$300 and therefore, Applicant’s consumers are sophisticated and deliberately seeking out the Applicant’s brand. (Declaration at ¶ 9). Because of the high value of the products sold under the applied-for mark, consumers take care over their purchase. (Declaration at ¶ 9). Buying a countertop appliance that costs hundreds of dollars would not be an impulse

purchase. (Declaration at ¶ 9). The degree of care taken by consumers of electric mixers can be seen in the product reviews. (**Exhibits L-M**). For example, in **Exhibit L**, a consumer states that “I researched to the point of absurdity and read every review I could find on both this machine and the KA.” Other consumer comments include “I decided to write the review because I researched a lot before I bought it” and “I have done a LOT of research between KitchenAid and Breville, when it comes to stand mixers, and I am almost totally decided to go in the direction of Breville.” (**Exhibit M**)

Additionally, Applicant’s use of the applied-for mark has been exclusive. There is no evidence of any other manufacture of electric mixers for household use using the composite term “SCRAPER MIXER”. Other manufacturers and sellers of stand mixers use other trademarks and/or generic descriptions for these types of goods. (Declaration at ¶5). For example, KitchenAid uses Commercial Series-8Qt Bowl Lift Stand, Pro Line, Professional 6500 Design, Custom Metallic, Professional 600, Artisan, Architect Series, Professional Heavy Duty, Classic, and Ultra Power for its stand mixers. (**Exhibit A**) Cuisinart uses 7 Quart Stand Mixer and 5.5 Quart Stand Mixer for its stand mixers. (**Exhibit B**). Hamilton Beach uses 6 Speed Classic, Eclectrics, Power Deluxe, and Stand Mixer for its stand mixers. (**Exhibit C**). Sunbeam uses Heritage Series and Mixmaster for its stand mixers. (**Exhibit D**).

III. Conclusion

In view of the foregoing remarks and attached evidence, Applicant respectfully requests reconsideration of the application and that the Examining Attorney withdraw her refusal.

EVIDENCE SECTION

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DESCRIPTION OF EVIDENCE FILE	1. Declaration of Seerena Wright in Support of Acquired Distinctiveness Under Section 2(f) 2. Exhibit A -- screenshot from KitchenAid website showing names of stand mixers 3. Exhibit B -- screenshot from Cuisinart website showing names of stand mixers 4. Exhibit C -- screenshot from Hamilton Beach website showing names of stand mixers 5. Exhibit D -- screenshot from Sunbeam website showing names of stand mixers 6. Exhibit E -- media Coverage of Breville's SCRAPER MIXER by Consumer Reports 7. Exhibit F - - media Coverage of Breville's SCRAPER MIXER by Consumer at Heart 8. Exhibit G - media Coverage of Breville's SCRAPER MIXER by Foodal 9. Exhibit H -- media Coverage of Breville's SCRAPER MIXER by Common Sense with Money 10. Exhibit I - - advertising of Breville's SCRAPER MIXER by Williams-Sonoma 11. Exhibit J -- advertising of Breville's SCRAPER MIXER by Amazon 12. Exhibit K -- advertising of Breville's SCRAPER MIXER by Sur La Table 13. Exhibit L -- consumer comments showing degree of care in purchasing stand mixers from Williams-Sonoma website 14. Exhibit M -- consumer comments showing degree of care in purchasing stand mixers from Breville website
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Sherry L. Rollo/
SIGNATORY'S NAME	Sherry L. Rollo
SIGNATORY'S POSITION	Attorney of Record, Illinois Bar Member
SIGNATORY'S PHONE NUMBER	(312) 637-3000
DATE SIGNED	08/26/2016
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
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PTO Form 1960 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **86019243** SCRAPER MIXER(Standard Characters, see <http://tmng-al.uspto.gov/resting2/api/img/86019243/large>) has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

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Applicant incorporates its arguments in the previous Office Action Response dated April 30, 2014. In the February 2, 2016, Office Action, the Examining Attorney argues that "the evidence of record shows that 'scraper' is a term that is commonly used to refer to a particular type of spatula that is commonly used in baking and in connection with mixers – whether as an attachment or a separate implement – to 'scrape' or clear the sides of bowls and/or empty baking vessels or containers of their contents." While this may be true, Applicant's goods for the applied for mark are electric mixers for household use and not a spatula or other attachment.

Further, while the words "scraper" and "mixer" used individually are known words used in the trade, the term "Scraper Mixer" is a fanciful and distinctive term not ordinarily usable in the trade to describe any quality characteristic or ingredient of the goods in question. Courts have regularly allowed registrations for marks comprised of terms that individually may be descriptive but in combination result in a composite mark that is not "merely descriptive." See *In re Colgate-Palmolive Co.*, 406 F.2d 1385, 160 U.S.P.Q. 733 (CCPA 1969) (reversing the refusal to register CHEW 'N CLEAN stating "[g]ranted that 'CHEW 'N CLEAN' might well, and doubtless does, suggest a possible manner of use of the dentifrice, it is not merely descriptive of the dentifrice per se."); *In re Capital Cities Communications, Inc.*, 193 U.S.P.Q. 111 (TTAB 1976) (finding that the mark COUNTRY GOLD "does not indicate with any particularity the nature of applicant's services [radio broadcasting services] and any suggestive meaning projected by the term is the result of analysis and supposition."); (*In re Kopy Kat, Inc.* 498 F.2d 1379 (CCPA 1974) (WE PRINT-IN IN A MIN-IT, held to be highly suggestive of printing services when no evidence was provided to show the slogan has been used by anyone before and finding that the slogan does not identify the services.). Here, there is no evidence that the composite term "Scraper Mixer" has ever been used by any other manufacturer of electric mixers for household use to describe any feature of their product. To the contrary, commercial reviews of the Breville SCRAPER MIXER product line refer to the product class as "stand mixers", not "scraper mixers". See **Exhibit G** ("[t]he stalwart in the Breville line of stand mixers, the Scraper Mixer combines sleek, attractive form with function and innovative technology.") To the contrary, *Consumer Reports* notes that Applicant has "dubbed" its product "the SCRAPER MIXER . . ." See **E** ([*Consumer Reports*] "[d]ubbed the SCRAPER MIXER Pro, the Breville BEM800XL, \$300, earned an overall score of 81 in our tests edging out the recommended KitchenAid Classic K45SS[WH], \$200, and all recommended KitchenAid Artisan KSM 150PS[WW], \$300 (five KitchenAids in all appear in the full ratings.)" *Consumer Reports*' use of the "dubbed" phraseology further supports a conclusion that the SCRAPER MIXER mark is fanciful and distinctive rather than descriptive of a class of product.

The Office Action attaches information from Best Reviews. However, nowhere in the reviews is an electric mixer described as a "Scraper Mixer". The only time this composite term is used is when it is referring to Applicant's product.

While it is understood that that each case stands on its own facts, it is always instructive to consider other situations where marks were determined to be NOT merely descriptive. In addition to the cases cited above, other cases to consider where combinations of words were found not "merely descriptive are:

In re Polytop Corp., 167 U.S.P.Q. 383 (TTAB 1970) (finding LOC-TOP for bottle closure caps not "merely descriptive")

Polaroid Corp. v. Anken Chemical & Film Corp., 343 F.2d 771, 145 U.S.P.Q. 191 (CCPA 1965) (finding POLYCOPY for photocopying machines not "merely descriptive")

Minnesota Mining & Mfg. Co. v. Johnson & Johnson, 454 F.2d 1179, 172 U.S.P.Q. 491 ((CCPA 1972) (finding SKINVISIBLE for transparent medical adhesive tape not "merely descriptive")

Norwich Pharmacal Co. v. Chas. Pfizer & Co., 165 U.S.P.Q. 644 (TTAB 1970) (finding UNBURN for skin preparation not "merely descriptive")

In re Shop-Vac Corp., 219 U.S.P.Q. 470 (TTAB 1983) (finding WET/DRY BROOM for electric vacuum cleaners not "merely descriptive").

For these reasons, Applicant requests that the Examining Attorney withdrawal the Section 2(e)(1) refusal.

II. Applicant's Applied-For Mark Has Acquired Distinctiveness

Even if the applied-for mark is considered to be merely descriptive within the meaning of the Act, which Applicant respectfully traverses, the mark has acquired distinctiveness through substantially continuous use by Applicant to be registrable within the meaning of Section 2(f) of the Trademark Act. The ultimate test for secondary meaning is "whether the term, symbol or device identifies goods 'of a particular source' in which case it is protectable." *Warner Bros., Inc. v. Gay Toys, Inc.*, 724 F.2d 327, 333 (2nd Cir. 1983). To support the claim of acquired distinctiveness, an applicant may submit evidence including specific dollar sales under the mark, advertising figures, samples of advertising, consumer or dealer statements of recognition of the mark as a source identifier, and affidavits/declarations. 37 C.F.R. §2.41(a)(3); *In re Ideal Indus., Inc.*, 508 F.2d 1336, 1339-40, 184 U.S.P.Q. 487, 489-90 (CCPA 1975).

In support of Applicant's alternative claim of acquired distinctiveness, Applicant submits the attached evidence includes a

Declaration from Seerena Wright and Exhibits A-H, which includes evidence of, among other things, long and continuous use, advertising dollars, and dollar sales. Applicant also submits samples of advertisements (**Exhibits I-K**) and evidence to support Applicant's efforts in the United States to associate the mark with the source of goods such as unsolicited media coverage (**Exhibits E-H**).

Specifically, Applicant has used the applied-for mark SCRAPER MIXER continuously for more than six years. (Declaration in Support of Acquired Distinctiveness Under Section 2(f) (hereinafter Declaration) at ¶ 3). Since 2010, Applicant has sold products under the applied-for mark through its own retailing platform www.brevilleusa.com. (Declaration at ¶ 4). Additionally, Applicant has sold products under the applied-for mark in stores that specialize in professional-quality cookware and accessories such as Williams Sonoma and Sur La Table. (Declaration at ¶ 4). Applicant contributes to the advertising costs of these stores to promote Applicant's products sold under the applied-for mark. (Declaration at ¶ 7). Specifically, Applicant contributes annually to Williams-Sonoma via a net invoice pricing program which covers advertising and promotional marketing of Applicant's products. (Declaration at ¶ 7). Applicant also has an annual 7% co-op program with Sur La Table to support activities including advertising and promotional events for Applicant's products. (Declaration at ¶ 7). These marketing activities include, among other things, catalog marketing, email marketing, promotional advertising, point of sale marketing. (Declaration at ¶ 7). Examples of advertisements and promotional materials are included in **Exhibits I-K**.

Because of the success of Applicant's products, its electric mixer known as the SCRAPER MIXER has received unsolicited editorial exposure. (**Exhibits E-H**; Declaration at ¶ 6). This includes comments that "[t]he stalwart in the Breville line of stand mixers, the Scraper Mixer combines sleek, attractive form with function and innovative technology." (**Exhibit G**). In 2012, *Consumer Reports* reported that Applicant's product "[d]ubbed the SCRAPER MIXER Pro, the Breville BEM800XL, \$300, earned an overall score of 81 in our tests edging out the recommended KitchenAid Classic K45SS[WH], \$200, and all recommended KitchenAid Artisan KSM 150PS[WW], \$300 (five KitchenAids in all appear in the full ratings)." (**Exhibit E**).

Applicant's products sold under the applied-for mark have been successful in the United States. Sales of Applicant's products sold under the applied-for mark accounted for approximately \$5,844,499.00 in sales of 32,376 units in the United States. (Declaration at ¶ 8). In the year 2015, the value of exports to the United States of products sold under the applied-for mark amounted to \$505,991.00. (Declaration at ¶ 8).

Applicant's products cost between \$200 and \$300 and therefore, Applicant's consumers are sophisticated and deliberately seeking out the Applicant's brand. (Declaration at ¶ 9). Because of the high value of the products sold under the applied-for mark, consumers take care over their purchase. (Declaration at ¶ 9). Buying a countertop appliance that costs hundreds of dollars would not be an impulse purchase. (Declaration at ¶ 9). The degree of care taken by consumers of electric mixers can be seen in the product reviews. (**Exhibits L-M**). For example, in **Exhibit L**, a consumer states that "I researched to the point of absurdity and read every review I could find on both this machine and the KA." Other consumer comments include "I decided to write the review because I researched a lot before I bought it" and "I have done a LOT of research between KitchenAid and Breville, when it comes to stand mixers, and I am almost totally decided to go in the direction of Breville." (**Exhibit M**)

Additionally, Applicant's use of the applied-for mark has been exclusive. There is no evidence of any other manufacture of electric mixers for household use using the composite term "SCRAPER MIXER". Other manufacturers and sellers of stand mixers use other trademarks and/or generic descriptions for these types of goods. (Declaration at ¶5). For example, KitchenAid uses Commercial Series-8Qt Bowl Lift Stand, Pro Line, Professional 6500 Design, Custom Metallic, Professional 600, Artisan, Architect Series, Professional Heavy Duty, Classic, and Ultra Power for its stand mixers. (**Exhibit A**) Cuisinart uses 7 Quart Stand Mixer and 5.5 Quart Stand Mixer for its stand mixers. (**Exhibit B**). Hamilton Beach uses 6 Speed Classic, Eclectrics, Power Deluxe, and Stand Mixer for its stand mixers. (**Exhibit C**). Sunbeam uses Heritage Series and Mixmaster for its stand mixers. (**Exhibit D**).

III. Conclusion

In view of the foregoing remarks and attached evidence, Applicant respectfully requests reconsideration of the application and that the Examining Attorney withdraw her refusal.

EVIDENCE

Evidence in the nature of 1. Declaration of Seerena Wright in Support of Acquired Distinctiveness Under Section 2(f) 2. Exhibit A -- screenshot from KitchenAid website showing names of stand mixers 3. Exhibit B -- screenshot from Cuisinart website showing names of stand mixers 4. Exhibit C -- screenshot from Hamilton Beach website showing names of stand mixers 5. Exhibit D -- screenshot from Sunbeam website showing names of stand mixers 6. Exhibit E -- media Coverage of Breville's SCRAPER MIXER by Consumer Reports 7. Exhibit F -- media Coverage of Breville's SCRAPER MIXER by Consumer at Heart 8. Exhibit G - media Coverage of Breville's SCRAPER MIXER by Foodal 9. Exhibit H -- media Coverage of Breville's SCRAPER MIXER by Common Sense with Money 10. Exhibit I -- advertising of Breville's SCRAPER MIXER by Williams-Sonoma 11. Exhibit J -- advertising of Breville's SCRAPER MIXER by Amazon 12. Exhibit K -- advertising of Breville's SCRAPER MIXER by Sur La Table 13. Exhibit L -- consumer comments showing degree of care in purchasing stand mixers from Williams-Sonoma website 14. Exhibit M -- consumer comments showing degree of care in purchasing stand mixers from Breville website has been attached.

Original PDF file:

[evi_9692201213-20160826183055066973_ . Wright Declaration.PDF](#)

Converted PDF file(s) (4 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973 . EX. A Kitchenaid.pdf](#)

Converted PDF file(s) (4 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973 . EX. B Cuisinart.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973 . EX. C Hamilton Beach.pdf](#)

Converted PDF file(s) (3 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973 . Ex. D Sunbeam.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973 . Ex. E Consumer Reports.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973 . Ex. F Consumer at Heart.pdf](#)

Converted PDF file(s) (19 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

[Evidence-16](#)

[Evidence-17](#)

[Evidence-18](#)

[Evidence-19](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973 . Ex. G Foodal.pdf](#)

Converted PDF file(s) (16 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)
[Evidence-6](#)
[Evidence-7](#)
[Evidence-8](#)
[Evidence-9](#)
[Evidence-10](#)
[Evidence-11](#)
[Evidence-12](#)
[Evidence-13](#)
[Evidence-14](#)
[Evidence-15](#)
[Evidence-16](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973_. Ex. H Common Sense With Money.pdf](#)

Converted PDF file(s) (5 pages)

[Evidence-1](#)
[Evidence-2](#)
[Evidence-3](#)
[Evidence-4](#)
[Evidence-5](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973_. Exhibit I Williams-Sonoma .pdf](#)

Converted PDF file(s) (3 pages)

[Evidence-1](#)
[Evidence-2](#)
[Evidence-3](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973_. Exhibit J Breville-BEM800XL-Scraper-5-Quart-Die-Ca.pdf](#)

Converted PDF file(s) (8 pages)

[Evidence-1](#)
[Evidence-2](#)
[Evidence-3](#)
[Evidence-4](#)
[Evidence-5](#)
[Evidence-6](#)
[Evidence-7](#)
[Evidence-8](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973_. Exhibit K Breville Red Scra.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)
[Evidence-2](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973_. Exhibit L breville-scraper-mixer-.pdf](#)

Converted PDF file(s) (3 pages)

[Evidence-1](#)
[Evidence-2](#)
[Evidence-3](#)

Original PDF file:

[evi_1-9692201213-20160826183055066973_. Exhibit M stand-mixer.pdf](#)

Converted PDF file(s) (5 pages)

[Evidence-1](#)
[Evidence-2](#)
[Evidence-3](#)
[Evidence-4](#)
[Evidence-5](#)

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Sherry L. Rollo/ Date: 08/26/2016
Signatory's Name: Sherry L. Rollo
Signatory's Position: Attorney of Record, Illinois Bar Member

Signatory's Phone Number: (312) 637-3000

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 86019243
Internet Transmission Date: Fri Aug 26 18:58:06 EDT 2016
TEAS Stamp: USPTO/RFR-XX.XX.XXX.XXX-2016082618580671
2923-86019243-550844b6f25e2f486acdca1394
16f1348f7798781d9cab2c74c77ea95ffb5939b-
N/A-N/A-20160826183055066973

**DECLARATION IN SUPPORT OF ACQUIRED DISTINCTIVENESS UNDER
SECTION 2(f)**

1. I, Seerena Wright a US citizen (but not personally liable), am the Category Manager at Breville and make this declaration in support, of Breville Pty Ltd.'s ("Breville") application for Breville's SCRAPER MIXER mark for use in connection with electric mixers for household use. I make this declaration based on my knowledge and on information provided to me by my employees.

2. Over the past eighty (80) years Breville has grown to deliver kitchen products to over fifty (50) countries around the world, including the United States. In the United States, Breville distributes its range of premium designed and developed products under the Breville brand and through premium channels, including its own online retailing platform.

3. In March 2010, Breville began using the SCRAPER MIXER mark in the United States for a revolutionary stand mixer. Breville's stand mixer has been sold under the SCRAPER MIXER mark continuously in the United States since March 2010. Breville's use of the SCRAPER MIXER mark has been exclusive to Breville since 2010 and the industry recognizes Breville's SCRAPER MIXER trademark as a trademark of Breville and indicating a product coming exclusively from Breville.

4. Breville sells products in the United States through its own online retailing platform www.brevilleusa.com. Additionally, Breville products are sold by stores that specialize in professional-quality cookware and accessories including Williams Sonoma and Sur La Table. Breville products are sold in these stores and through their online platforms.

5. Other manufacturers and sellers of stand mixers use other trademarks and/or generic descriptions for these types of goods. For example, KitchenAid uses Commercial Series-

8Qt Bowl Lift Stand, Pro Line, Professional 6500 Design, Custom Metallic, Professional 600, Artisan, Architect Series, Professional Heavy Duty, Classic, and Ultra Power for its stand mixers. **(Exhibit A)** Cuisinart uses 7 Quart Stand Mixer and 5.5 Quart Stand Mixer for its stand mixers. **(Exhibit B)**. Hamilton Beach uses 6 Speed Classic, Electrics, Power Deluxe, and Stand Mixer for its stand mixers. **(Exhibit C)**. Sunbeam uses Heritage Series and Mixmaster for its stand mixers. **(Exhibit D)**.

6. Due to the success of Breville's Scraper Mixer, it has received editorial exposure including *Consumer Reports*, *Consumer At Heart*, *Foodal*, *Common Sense With Money* **(Exhibit E-H)**. In the editorials, commentators have stated "[t]he stalwart in the Breville line of stand mixers, the Scraper Mixer combines sleek, attractive form with function and innovative technology." **(Exhibit G)**. In 2012, *Consumer Reports* reviewed the product stating "Dubbed the Scraper Mixer Pro, the Breville BEM800XL, \$300, earned an overall score of 81 in our tests edging out the recommended KitchenAid Classic K45SS[WH], \$200, and the recommended KitchenAid Artisan KSM 150PS[WW], \$300 (five KitchenAids in all appear in the full ratings)." **(Exhibit E)**.

7. Breville contributes to advertising costs of stores that specialize in professional-quality cookware and accessories such as Williams Sonoma and Sur La Table to promote Breville's SCRAPER MIXER. Per year, Breville contributes annually to William Sonoma via net invoice pricing program which covers advertng and promotional marketing of Breville products for all product categories. Breville also has an annual 7% co-op program with Sur La Table to support activities including advertising and promotional events for all Breville product categories. The funding above includes marketing (catalog marketing, email marketing,

promotional advertising, Point of sale marketing, etc...) of Breville product categories, the funds are not limited or utilized just on the SCRAPER MIXER.

8. Since the introduction of SCRAPER MIXER to the United States in 2010, these products have sold a total of 32,376 units which accounts for \$5,844,499 of sales. In the year 2015, the value of exports of SCRAPER MIXER products to the U.S. amounted to 505,991.

9. The SCRAP ER MIXER product costs between \$200 and \$300. Thus, Breville customers are sophisticated, deliberately seeking out the Breville brand. Because of the high value of the SCRAPER MIXER product, consumers take care over their purchase. Buying a countertop appliance that costs hundreds of dollars would not be an impulse purchase.

10. Based on the prolonged use of this mark, the amount of sales, extensive promotion, significant and favorable editorial notice and success of the product, I believe that the SCRAPER MIXER has become well-known to consumers of the stand mixers covered by this application and that such persons understand that the mark exclusively denotes, Breville, as the source of the shoes.


11. All statements are herein of my own knowledge are true and all statements made on information and belief are believed to be true. Further, these statements have been made with the knowledge that willful false statements or the like are punishable by fine or imprisonment or both under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the above-identified application or any registration resulting from it.

[Seerena Wright]


Signature: Nerema Kagit

Dated: 8/25/16

EXHIBIT A



Menu



[HOME](#) [SHOP](#) [STAND MIXERS](#)

STAND MIXER
REBATES

VIEW AVAILABLE REBATES



FREE SHIPPING

With purchase of \$50 or more.
One promo code per order. Valid only on KitchenAid.com

SHIP16
USE CODE AT CHECKOUT

COMPARE

SORT BY PRICE

High

Low

Newest Products

Highest Rated

VIEW 12 Per Page

ALL

DISPLAY:

Displaying 23 out of 23 items

(11 reviews)



KSMC895ER

\$1,030.00

NSF Certified® Commercial Series 8-Qt Bowl Lift Stand Mixer with Stainless Steel Bowl Guard

☒ ☐ ☐ ☐

COMPARE

ADD TO CART

VIEW DETAILS

(19 reviews)



KSM7586PCA

Pro Line® Series 7-Qt Bowl Lift Stand Mixer

☒ ☐ ☐ ☐

VIEW DETAILS

(7 reviews)



KSM7586PFP

\$699.99

Pro Line® Series 7-Qt Bowl Lift Stand Mixer

☐

COMPARE

ADD TO CART

VIEW DETAILS

(61 reviews)



(37 reviews)



(249 reviews)



http://www.kitchenaid.com/shop/countertop-appliances-1/stand-mixers-3/102020156/

8/19/2016

EXHIBIT A




















<p>KSM6521XCA \$679.99</p> <p>Professional 6500 Design™ Series bowl-lift Stand Mixer</p> <p></p> <p>COMPARE</p> <p>ADD TO CART VIEW DETAILS</p>	<p>KSM152PSNK \$649.99</p> <p>Custom Metallic® Series 5-Quart Tilt-Head Stand Mixer</p> <p></p> <p>COMPARE</p> <p>ADD TO CART VIEW DETAILS</p>	<p>KF26M22CA \$599.99</p> <p>6-Quart Professional 600™ Design Series Bowl-Lift Stand Mixer</p> <p></p> <p>COMPARE</p> <p>ADD TO CART VIEW DETAILS</p>
<p>(2011 reviews)</p>  <p>KP26M1XER \$569.99</p> <p>Professional 600 Series 6 Quart Bowl-Lift Stand Mixer</p> <p></p> <p>COMPARE</p> <p>ADD TO CART VIEW DETAILS</p>	<p>(1018 reviews)</p>  <p>KP26M1XPK \$569.99</p> <p>Professional 600 Series 6 Quart Bowl-Lift Stand Mixer</p> <p></p> <p>COMPARE</p> <p>ADD TO CART VIEW DETAILS</p>	<p>(222 reviews)</p>  <p>KSM155GBCA \$459.99</p> <p>Artisan® Design Series 5-Quart Tilt-Head Stand Mixer with Glass Bowl</p> <p></p> <p>COMPARE</p> <p>ADD TO CART VIEW DETAILS</p>
<p>(262 reviews)</p>  <p>KSM155GBRI \$459.99</p> <p>Artisan® Design Series 5-Quart Tilt-Head Stand Mixer with Glass Bowl</p> <p></p> <p>COMPARE</p> <p>ADD TO CART VIEW DETAILS</p>	<p>(5912 reviews)</p>  <p>KSM150PSER \$429.99</p> <p>Artisan® Series 5-Quart Tilt-Head Stand Mixer</p> <p></p> <p>COMPARE</p> <p>ADD TO CART VIEW DETAILS</p>	<p>(1502 reviews)</p>  <p>KSM150PSPK \$429.99</p> <p>Artisan® Series 5-Quart Tilt-Head Stand Mixer</p> <p></p> <p>COMPARE</p> <p>ADD TO CART VIEW DETAILS</p>
<p>(152 reviews)</p>	<p>(539 reviews)</p>	<p>(1 review)</p>

EXHIBIT A

(No reviews)	(No reviews)
	
KSM153PSCU \$449.99	KSM05GA \$359.99
Artisan® Series 5-Quart Tilt-Head Stand Mixer with Flex Edge Beater	Ultra Power® Series 4.5-Quart Tilt-Head Stand Mixer
	
COMPARE	COMPARE
Out of Stock VIEW DETAILS	Out of Stock VIEW DETAILS

[COMPARE](#)
[SORT BY PRICE](#)
[High](#)
[Low](#)
[Newest Products](#)
[Highest Rated](#)
[VIEW 12 Per Page](#)
[All](#)
[DISPLAY:](#)

Displaying 23 out of 23 items

1-YEAR REPLACEMENT LIMITED WARRANTY
 on all Countertop Appliances

EXHIBIT B

Stand Mixers

VIEW FILTERS / 0 APPLIED

SELECT PRODUCTS
TO COMPARE

+

+

+

COMPARE

x

Clear All

SORT BY

Newest



7 Quart Stand Mixer
SM-70 / \$449.00



COMPARE




COMPARE

EXHIBIT B




EXHIBIT C




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0 item in your cart [CHECKOUT](#)

All Stand Mixers



All Stand Mixers

Dependable and quick hands-free mixing with stand mixers.

Hamilton Beach® Stand Mixers save you time and energy while providing outstanding results. Our award-winning ecletrics® Stand Mixers are all-metal, powerful appliances that offer excellent mixing performance and precise control at every speed. All Hamilton Beach® Stand Mixers are designed for tough mixing and can handle even the thickest cookie or bread dough.

For added versatility, Hamilton Beach® offers hand/stand models, so you can use the hand mixer for quick mixing jobs or place it in the stand for hands-free mixing. Whatever mixer you choose, a variety of attachments are included from traditional and wire beaters to dough hooks.



Default

EXHIBIT C

Sort by:

Compare up to 6 items

Compare Products

Clear
Products



EXHIBIT C

AVAILABILITY: In Stock

[Add To Cart](#)☐ compare

AVAILABILITY: In Stock

[Add To Cart](#)☐ compare

AVAILABILITY: In Stock

[Add To Cart](#)☐ compare

AVAILABILITY: In Stock

[Add To Cart](#)☐ compare6 Speed Stand Mixer (63324)

PRICE: \$129.99

MODEL: 63324

AVAILABILITY: In Stock

[Add To Cart](#)☐ compare
[FAQ](#) | [Privacy Statement](#) | [Legal](#) | [Social Accountability Policy](#) | [Recycling Policy](#) | [Recall Info](#) | [Careers](#) | [Contact Us](#) | [Returns](#) | [Site Map](#)
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EXHIBIT D

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EXHIBIT E



Breville unseats stand-mixer champ KitchenAid

Consumer Reports News: October 17, 2012 03:38 PM

It's been many batches of cookies dough since a brand other than KitchenAid occupied the top spot in our Ratings of stand mixers. Indeed, the company that invented the device back in 1919 has been number one for as long as we can remember. But KitchenAid's impressive run comes to an end with our new Ratings, in which a model from Breville is our top-scoring stand mixer.

The Australia-based Breville has been slowly asserting itself throughout the small appliance category. Consumer Reports' top-rated [food processor](#) and [toaster oven](#) are both Brevilles, and the manufacturer does well among [blenders](#) and [juicers](#). But its stand mixer supremacy is arguably its biggest coup, given KitchenAid's long dominance.



Dubbed the Scraper Mixer Pro, the [Breville BEM800XL](#), \$300, earned an overall score of 81 in our tests, edging out the recommended [KitchenAid Classic K45SS\[WH\]](#), \$200, and the recommended [KitchenAid Artisan KSM150PS\[WW\]](#), \$300 (five KitchenAids in all appear in the [full Ratings](#)). All three recommended stand mixers were excellent at whipping cream, mixing large batches of cookie dough, and kneading bread dough. The Breville eked out the win in part with a bevy of convenience features, including:

- A leaf beater with a flexible edge that scrapes the bowl as it turns, eliminating the need for you to do so with a rubber spatula.
- Easy-to-use 12-speed control dial with a blue LED indicator telling you what speed is right for for various tasks, from folding and kneading to aerating and whipping.
- A timer that lets you set your desired mixing time, great for that seven-minute frosting.
- A lift-assist handle that you can grab when lifting the mixer head into a tilt-back position.

While appearances aren't part of our Ratings, it's worth noting the Breville's sleek die-cast metal construction and 5-quart stainless steel bowl. And Breville claims its powerful 550-watt motor uses load-sensing technology to help prevent burnouts though, given that, the manufacturer might have done better than a one-year limited product warranty.

One other knock against the Breville is that it doesn't have the power hub for additional attachments, such as a meat grinder or pasta press, that you see with KitchenAid. Otherwise, the Breville Scraper Mixer Pro is the new stand mixer to beat in our Ratings.

—Daniel DiClerico

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Stand Mixer Reviews

Best Stand Mixer

Welcome to our best stand mixer reviews & ratings page. If you are looking for top rated & best stand mixers to buy on the market, we are glad to help you.

A stand mixer, just like a hand mixer, is an electric kitchen appliance that's developed to mix ingredients thoroughly through the use of 2 high-speed rotating beaters to get that perfect mix but in a way more powerfully. A stand mixer consists of a U-shaped stand for the 4.5- to 7-quart specially-engineered mixing bowl (usually made of metal although ceramics and glass are also used as well) to lock into it for stability so it does not move much during operation with a post which houses the motor as well as an arm that can be raised or lowered into the mixing bowl. Unlike the hand mixer, a stand mixer comes equipped with a powerful ad heavy-duty 250-1000 Watt motor engineered to perform at the highest level, mixing any types of ingredients together with utmost ease and precision to yield that perfect mix each time that makes for wonderful cooking. To get the most out of mixing, a stand mixer usually comes with 10-12 speed settings (from

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very low to very fast) to offer many speed choices so you can rest assure that there'll always be a precise speed to match any type of mixture for perfect results. Some better stand mixer models come with electronic speed control that achieves consistent mixing speed every time, irrespective of the mixture volume or texture hence attaining the perfect mix is all but guaranteed while others may incorporate unique mixing action that moves beater to 67 points around the bowl for thorough mixing. To allow for greater flexibility in mixing ingredients, a stand mixer comes equipped with many attachments but the most common appears to be the flat mixing paddle for general batter mixing used to produce cakes, wire whip that's good to lighten cream or aerate egg whites as well as dough hook that mimics hand kneading of yeast dough used in making fluffy bread.

Top stand mixer brands include American Era, Bodum, Bosch, Breville, Cuisinart, Hamilton Beach, KitchenAid & Sunbeam.

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Top Rated & Best Stand Mixer Reviews

KitchenAid KSM150PSE Stand Mixer Reviews

Mixing ingredients for food preparation is extremely easy when you have the KitchenAid KSM150PS Artisan Stand Mixer as the appliance that adds creativity to the kitchen. The KitchenAid KSM150PS Artisan Stand Mixer features a heavy-



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duty 325-Watt motor developed for raw power to tackle even the heaviest of mixtures with ease plus with the 10-speed control (from very slow to very fast stirring) incorporated for precise speed selection for different mix as well as unique mixing action that moves beater to 67 different points around the bowl for thorough mixing, there's no doubt the end result will always be a perfect mix. The KitchenAid KSM150PS Artisan Stand Mixer comes with a 5-quart stainless steel bowl (with ergonomic handle for easy lift) that's generously large for heavy mixing hence ideal for a family of 6 and together with a tilt-back head design for easier access to mixture, food preparation time can be slashed tremendously. Includes 2-piece pouring shield (with large chute) that doubles up as a guide to add ingredients to the bowl as well as to prevent splatter. The KitchenAid KSM150PS Artisan Stand Mixer includes 3 attachments for variety of mixing needs such as flat beater for mixing batters to perfection, wire whip to whip eggs or cream into shape and dough hook for kneading yeast dough to create delicious bread. Available in 25 colors to look good on any kitchen countertop, the KitchenAid KSM150PS Artisan Stand Mixer brings out the chef in you.

Features

Well, for using the appliance, you may need to go to the gym for workouts. It is because the weight of the KitchenAid KSM150PSER Artisan Stand Mixer is about 26 pounds in completely empty condition. So just imagine its weight when the bowl will be filled with sugar, eggs, flour and the other ingredients. So, it is not at all a lightweight mixer. Anyways, the weight has a good side also. It clearly depicts the ruggedness and how powerfully the mixer is built. So, you have to find a place in the kitchen such that you don't have to move it regularly. It is really a hectic job to move the KitchenAid KSM150PSER Stand Mixer.

Now, for the dimensions, it has a depth of 14 inches, height 13.9 inches and width 8.7 inches. So, you will need a pretty large space in your kitchen to keep it. There are a wide range of colors for you to choose from. It includes Green Apple,



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Majestic Yellow, Cobalt Blue, Persimmon, Boysenberry, and Imperial Black. There are 15 more colors. So, you can choose the right one to suite your kitchen. Apart from choosing color, there may be a harder decision to make. It is weather to keep the KitchenAid KSM150PSER Stand Mixer open for displaying its beauty or to use a cover on it.

The most important thing to keep in mind is about its power. There is no doubt that the KitchenAid KSM150PSER Stand Mixer is a powerful appliance, but it is not meant for commercial use and its limitation is very simple. It will be able to serve you until you want to make more than 4 loaves of bread at once. So, that is enough for household use.

Pros

Well, there are a lot of pros about the KitchenAid KSM150PSER Artisan Series Mixer. To start with the basic features, it uses a 67- point planetary action system of mixing to make sure that not a single part of the bowl is kept untouched as through mixing is very important to eliminate all the stubborn, dry ingredients. The mixer head can also be adjusted slightly to make the mixing better. This is not available in home stand mixers.

The 5 quart stainless steel bowl is also a great advantage. They are easy to clean as well as durable. The bowl has a handle to make it easier to put in place, grip, lock it, remove or pour the ingredients. It acts as a plus point and it is not found in many other stand mixers. The pouring chute is also an important feature which allows the pouring of ingredients while the mixer is in function. In other mixers, the flour or other ingredients poof out of it while mixing. But with the KitchenAid KSM150PSER Stand Mixer it never happens as the pouring shield is there.

The beaters are also awesome. There are three kinds of beaters for different needs. The flat beater is for general mixing like cake or cookie, the wire whip beater is for high speed air fusing jobs like whipped cream, meringue, etc., the



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final one, dough hook is for pizza dough, kneading bread or other heavy mixing jobs requiring kneading action.

So, taking a look at the main pros:

- Awesome power with motor of 325 watts.
- Hinge head to get easy access to bowl.
- Stainless steel mixing bowl which is easy to handle.
- Precise mixing facilitated with 10 speed settings.
- Adding ingredient safely with pouring shield.
- 67-point planetary action of mixing.

So, combining these, all you get is an absolutely awesome gadget for your kitchen with a lot of features.

Cons

- First is about the bowl. It is narrow and tall. Mixing ingredients into it is ok, but it will be easier with a wider and shorter bowl.
- According to many users the KitchenAid KSM150PSER Stand Mixer is not durable if pushed to the limits like preparing more than 4 loaves of bread. Anyways, it is not for commercial use hence you need to switch over to the mixers meant for commercial use to solve your problems.

Conclusion

Looking at the pros and cons, it is quite clear that KitchenAid KSM150PSER Stand Mixer is an awesome gadget and a must have for every kitchen. But, many customers take it for commercial use by looking at the power ratings and later get disappointed. Well, it is not for commercial use. So, you should not be expecting it to be durable on using commercially. You can use it up to its own limit. The power rating is high for domestic use but it is low for commercial use. On a whole, the gadget is pretty cool and not meant for keeping in the cupboard. So, it's your time to buy one and enjoy the awesome features of KitchenAid KSM150PSER Artisan Series Mixer.



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KitchenAid KP26M1PSL Professional 600 Series Stand Mixer Reviews

It does not take a genius to figure out that the KitchenAid KP261M1PSL Professional 600 Series Stand Mixer is truly built for mixing excellence bar none. The KitchenAid KP261M1PSL Professional 600 Series Stand Mixer incorporates an all-powerful 575-Watt direct-drive transmission motor (with auto shut-off on overloading) designed to handle even the toughest of mixing jobs without any problem and includes 10-speed slide control (from very slow to very fast stirring) for precise speed selection to cater to different types of mix plus with Soft Start mixing function to minimize splattering as well as electronic speed control to achieve mixing speed consistency everytime, ingredients will be mixed perfectly. Includes pouring shield to prevent splashing and direct ingredients straight into bowl. The KitchenAid KP261M1PSL Professional 600 Series Stand Mixer comes with extra-large, 6-quart stainless steel mixing bowl (with contoured handle for lifting convenience) that's fit for up to 6 people food preparation with tilt-back head design incorporated for easy access to beater and bowl that makes for quick food preparation. The KitchenAid KP261M1PSL Professional 600 Series Stand Mixer comes with 3 important attachments that make short work of different mixing tasks such as burnished flat beater to mix flour or mashed potatoes thoroughly, professional wire whip to create smooth cream for cakes and PowerKnead spiral dough hook that mimics hand kneading to knead yeast dough to produce tasty bread. In all-metal construction for long-lasting operation, the KitchenAid KP261M1PSL Professional 600 Series Stand Mixer is built for the kitchen pros.

Features

The bowl of the mixer is made of stainless steel. This bowl is a deep and wide one. So, you can get a comfortable mixing there without doing any mess; specially for using the flour, which leads you often to making messes on your work. The bowl is so wide that it has enough capacity for mixing up to



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eight pounds of potatoes or 13 dozens of cookies in one batch. So, you understand that you do not need to do your work in different batches, now you can do more work in a single batch.

There is a power hub that is used to turn the mixer into the culinary center. This power hub is very helpful for a modern and upgraded mixer. It can finish any work within a minimum span of time. For a high technology mixer this feature is very important.

The mixer can do your work in 10 different speeds; you have to regulate the speed according to your purpose. With these 10 different speeds you can work with dry or wet any ingredients. You can deal with any objects, even the thicker ingredients also can be mixed within few minutes.

It includes Flat Beater, Stainless Steel Whip and the Spiral Dough Hook; those things provide the users more comfortable use and also the long life of the mixer. The hook is very helpful during the pouring of various ingredients.

The design of the bowl- lift maintenance a stability of the bowl during the mixing; so that when you take more load of heavy ingredients in a larger batch, the mixer finish do this without any trouble. This feature is very helpful for those users who use this stand mixer in a professional purpose.

The designers provide this mixer high performance motor and the high performance control. The motor is the main part of any mixer, and this high performance motor can easily take more loads and it is long lasting too. The high performance control is used to control the unit more comfortably. Those things allow the users to use the product for hours, and for the professional use it has no competitor.

The mixer also provides a residential attachment hub; this is an obvious part of a high technology mixer. For household using this attachment hub is very important.

Pros



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- The operating system of this stand mixer is very easy; it is not so complex like the other mixer which we see around us. You just need to follow the user guideline that provided by the company, you must get it very easy to operate the mixer. The design of the mixer is made in such way that everybody can use it.
- This high technology will change the environment of your kitchen. Like all your high technology gadgets and accessories this unit also fulfills your purpose very quickly and in a smooth way. Dry, wet, thicker all the ingredients can be mixed in this mixer. So, you have now got an ideal stand mixer in your reach.
- You must dislike pasting the spices manually. Besides your eye may be affected by the pungent odor of the onion and by the hotness of chili your hand can be affected. You cannot tolerate the burning of the hot chili. So, for avoiding this problem you can use this mixer.
- If you want a clean work without doing any mess with your spices or flours, you can use this stand mixer. This mixer is very helpful to mix all the spices and other ingredients. For making new recipes you must need to mix various ingredients, and for doing this work you need a mixer. This stand mixer will be the perfect for you; you can mix all the ingredients you want to mix.
- You can make various dishes for your family members. They must feel very good to have new tasty and healthy dishes from you. You can enjoy your cooking band your family life with this mixer.
The mixer is available in various colors, like Empire Red, Contour Silver, Onyx or White Black. You can choose as per your taste from those colors.

Cons

- Some users say that the product is noisy. So, the users feel irritated when they use it. But there are some users too who tells that they are very much benefited with this mixer. In electronics product, there may be some fault



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sometimes. The product should send for servicing if there appear some problems.

Verdict

The reviews of those persons, who have already used this product, are very good. The rating of this product is also very good, in various sites. The product is very much updated and with high technology, this high technology offers the users a more comfortable using. So, you can go for this stand mixer.

Hamilton Beach 63220 Eclectrics Stand Mixer Reviews

Creating restaurant-taste food is all about using the perfect mix and in the Hamilton Beach 63220 Eclectrics Stand Mixer, it's made for perfection. The Hamilton Beach 63220 Eclectrics Stand Mixer is powered by a strong 400-Watt motor developed to handle all kinds of mixing jobs whether it's heavy or light and features 12-speed settings (from very slow to very fast stirring) that gives the options of using the correct speed for a particular mix plus with unique mixing head that spins in opposite direction as the beater to cover all angles around the bowl, expect to get consistent and uniform mix that makes for perfect cooking results. The Hamilton Beach 63220 Eclectrics Stand Mixer comes with 4.5-quart stainless steel bowl (that's locked into the base for stability) that's sufficiently for large family food preparation requirements with Pouring Shield included that eliminates splattering when mixer is in use with built-in chute incorporated to guide ingredients straight into the bowl to avoid spillage. For convenience though, the Hamilton Beach 63220 Eclectrics Stand Mixer features quick-release tilt-up head that's fantastic when there's a need to add ingredients to the bowl without any obstruction or removing bowl to extract the mix. The Hamilton Beach 63220 Eclectrics Stand Mixer also comes with 3 different attachments to perform 3 different tasks such as flat beater that's great for mixing batter used in preparing cake, wire whisk that's excellent to whip cream to smoothness as toppings and dough hook that's useful when it comes to kneading yeast dough in



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pizza or bread making. Available in 6 exciting colors to liven up any kitchen environment, the Hamilton Beach 63220 Eclectrics Stand Mixer performs mixing like magic.

Features

The mixer is built with metal. The metal construction of the mixer gives the unit a long life, as well as it also gives a perfect and stylish look for the mixer. You can use this mixer roughly as it is very hard, you do not worry about its breaking. Its outer beauty will provide your kitchen a splendid look that you will feel to spend more time in the kitchen.

The mixer allows you to mix your ingredients at any speed. So, you can mix a lot of ingredients in a short time. Besides you get all the ingredients in a nicely mixed form, what you wanted. For a professional purpose you must need such a mixer which can do your work in a proper way and very quickly. This mixer fulfills this purpose of you very swiftly.

Hamilton Beach allows the complete bowl coverage as well as better mixing than the other stand mixers with two beaters. And this technology also saves time in mixing. This mixer carries a very high technology to provide the users a superior service.

The user must be amazed with its power and performance. This mixer is powered with a 400 watt motor, and also enriched with flat beaters. The motor of this mixer takes good load, you can mix thicker ingredients also in this mixer, and without creating any trouble the mixer provides all your purposes. For a professional using one has to use this mixer with a lot of load, and this Hamilton Beach mixer is ready to take this load for you.

The mixer is featured with 12 speed increments; it can be very slow from the terribly fast. You can run this unit according to your wish. There is an electronic sensor that adjusts the ability of the unit and also take care the constant speed of the motor.



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The operating of this Hamilton Beach mixer is very easy. If you once see the operating system of the mixer, you must be known to operate it; this is not a tough system at all. The designers have designed the product in such a way that everybody can operate it with a little knowledge about mixer. This is very helpful for the common users as they do not need to take some extra pressure to operate it.

Pros

- The Hamilton Beach 63220 Eclectrics Stand Mixer is designed with all the high technologies. Your kitchen will be completed with this product. In today's life we use all the products with high technologies; your kitchen also requires some high technology appliances. You can save a lot of time what you spent previously with the backdated mixer that takes a lot of time to do a little work.
- All the parts of the product are very trendy and long lasting. You can mix all your ingredients in more comfortable way, your mixer and your kitchen will not be mess any more. The ingredients also can rotate in the bowl in an easier way.
- Sometimes you need to play the mixer in a slow motion or sometimes you need to play the mixer in very fast; you can use the mixer in slow motion or in fast motion according to your purpose. Both modes are available for you. And the speed sensor is there to control the speed of the unit.
- The operating system of the unit is very easy. Anybody can use this product easily. And the guideline of the product that provided by the company, is very helpful for the users. If you follow the guideline, you can handle the mixer very easily and without any trouble.
- The product ensures a long life too. The metal body of it protects the motor from all the risks. Besides all the ingredients of the mixer is very good for long lasting. The technology of the mixer is very high, so, it offers a long life for the product.
- The company offers the customers 3 years warranty for the Hamilton Beach 63220 Eclectrics Stand Mixer. So, you



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do not need to worry for it at all. If the product starts troubling within these 3 years, the company will be responsible for this and they will take all the responsibility to repair it.

Cons

- The motor of the product is only 400 watt. Some people think that the motor will not be able to take more load of mixing.

Conclusion

You can buy this product for your kitchen. The rating of this product is very good in various sites; the reviews from the users are also very good. The high technology of the mixer provides a very good service for the users. It can change the atmosphere of your kitchen and this will let you offer your family members with delicious dishes. If you plan to buy new mixer you can go for this.

Cuisinart SM-55BC Stand Mixer Reviews

If you think preparing gourmet-taste food is reserved for chefs only, think again as the Cuisinart SM-55 Stand Mixer takes the guesswork out of creating the perfect mix. The Cuisinart SM-55 Stand Mixer boasts an all-powerful 800-Watt motor developed for utmost strength to undertake even the heaviest mixing jobs with ease and features 12-speed options (from very slow to very fast stirring) for precise speed selection on wide varieties of mix plus with 15-minute timer incorporated, preparing the perfect mix will always be achieved on time. Includes Slow Start feature for splatter-free operation as well as ultra-gentle fold function meant for delicate ingredients mixing. The Cuisinart SM-55 Stand Mixer comes with large 5.5-quart stainless steel bowl (including splash guard to eliminate splattering with extra-wide pouring spout to add ingredients) that's simply big enough for double recipes while the incorporation of the tilt-back head design allows for easy access to the bowl for ingredients input as well as bowl



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removal to pour out mix for next-stage cooking. The Cuisinart SM-55 Stand Mixer comes with 3 different attachments meant for different mixing tasks such as contoured-design flat mixing paddle for thorough mixing of batters to create fluffy cakes, chef's whip to aerate ingredients such as cream for smoothness and dough hook that hand kneads yeast dough for creating soft bread. Housed in die-metal cast for durability, the Cuisinart SM-55 Stand Mixer brings commercial mixing straight to kitchens.

Features

This mixer allows you to use it in 12 speeds for using it suitably in various different functions. And in the traditional mixers you cannot find this system. By using three included accessories for the baking needs you can fold, blend, whip up and also many tasks. One can be very much helpful by using this mixer.

The mixer has a digital timer. You can add there up to 15 minutes for the purpose of your working. This timer provides you to set the time for both up and down purpose. This timing system is a convenient to mix the times. For every updated mixer a digital timing system is an obvious part. This technology allows you to cook without thinking for time as the digital timing do this work for you.

The mixer provides you a large bowl for mixing, and it is one of the most desirable aspects of the product. The shape of the bowl allows you to mix and blend with comfort and it minimizes the chance of messes. The mixer also has comfortable handles on each of the sides. The mixer is designed in a way that helps you by reducing the messes.

Unlike the ordinary mixers Cuisinart SM-55BC 5-1/2-Quart Stand Mixer is enriched with multiple outlets of power and those offer you a superior versatility by separate attachments. The mixer provides a high speed power outlet on top of the mixer and another outlet also connected in the front of the mixer. These multi outlets of the mixer allow the users to



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handle the machine with more comfort. You can use it in separate places too.

The designers have made this product with all the gifts. The motor is an 800 watt, and it can take the entire load for fulfilling your purpose. You can easily do all the kitchen works as the quality of the motor is very high. You can mix thicker ingredients too in a few seconds; the heavy duty motor can take the load of all the ingredients those you want to mix.

Flat mixing paddle, Chef's whisk, splashguard and the dough hook also are included in that mixer. Those are the inevitable part of a modern mixer. Without those features a high technology mixer cannot be made. Those features are very much needed to provide you a more smooth service.

The bowl of the mixer is made by stainless steel. So, it is hardy and it will not allow the rusts to affect. It also provides slow start and the gentle fold option. These technologies help the motor to live long, and for all type of users these feature is very much helpful.

Pros

- The mixer is highly enriched with a lot of modern technologies. Unlike the traditional mixers, it provides the users more high technologies. Those modern technologies allow you to do your work without any hassle; you can work comfortably with the upgraded features of the product. All your household accessories and gadgets are featured with high technology, so, there must be some improvement in your kitchen, you can start it with your mixer first.
- The bowl of the mixer is a perfect one, it is very deep also. So, you don't need to make your recipe in two batches, you can do it in a single batch as there contained a good amount of ingredient in this bowl. The look of the bowl is very attracting too; you may be fall in love with this. It also have perfect handles, you can grab those handles in an easier way while pouring something.



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- The mixer is enriched with a gentle fold and slow start setting. You can easily mix the dry ingredients without having any trouble. It also allows you to add ingredients while it is running; you do not need to stop the mixer. The mixer also able to shut off automatically and this saves your energy.
- The operating of the mixer is very easy. One can use this product if the person watches its operating for once. Anybody with a little knowledge of using a mixer can use this unit. This is the specialty of the mixer that anybody can use this comfortably.

Cons

- There is no on- off switch in the mixer, and this is a major flaw of the product. So, every time you have to plug the unit with the electricity for using. But there is a auto shut off option which can save energy and stop the unit as well.

Conclusion

The product has a very good rating on various sites and the customer reviews are also very good. The mixer is made with many useful technologies; in this modern time you should replace your backdated mixer with this high technology product. This mixer is a perfect for household using and also for professional purpose also. You must be benefited as the other users are.

Breville BEM800XL Scraper Mixer Pro Stand Mixer Reviews

Breville is an Australia based company which produces kitchen appliances since 1919. The company produces all the important accessories those need in kitchen. Among all other kitchen accessories the mixers of this company give a very good service. Breville BEM800XL Scraper Mixer Pro Stand Mixer is a very good product of Breville. This stand mixer replaces almost every other mixer from many kitchens. Breville has been dominating all other kitchen appliance



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companies for many years. This stand mixer is among the top rated mixers, it is very useful for your kitchen. The consumers' reports for this product is also very good, many people say that they are very much helpful by that mixer. The mixer is made by all the modern and upgraded materials and facilities, the users will be helpful to use the modern technology of the mixer. Almost in every house we need a mixer, and Breville mixer is giving its service with a very good reputation, from professional kitchen to the household using. The Breville BEM800XL Scraper Mixer Pro Stand Mixer has become now a revolutionary product in the market of mixers; it has defeated almost all other mixer brands.

Features

It allows the users to use with twelve speeds with a very easy description to follow, which ranges from kneading and folding for aerating and whipping. This feature is very important for house hold use and as the description is very easy to follow, the users do not have to be puzzled with it. The system of using of this stand mixer is a very easy. So, the users do not need to take extra headache for using the mixer.

There is a backlit LCD timer, you can set time there for either up or down for accommodating your recipes with a specific time mixing; the pause and play function also available there. The LCD timer can fix the time up to 10 minutes. The timer is with an auto off facility. So, you do not need to take any more pressure during your cooking. You can see clearly as the timer is a digital LCD. And the process of setting the timer is very easy; one can handle this process if the person sees this for once. It is made for easy using, so that everybody can use this product.

There is a very helpful professional feature in that mixer. You can move its head in plenty dual rotation. Sometime you need to rotate the head of your stand mixer for your help; this feature will help you by offering you this service. For professional using and the household using, the mixer is very



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much effective. It can also take extra load, and for that the professionals think it a useful one.

The innovation scraper beater of the mixer has flexible edges which scrape the bowls interior continuously by reducing the mixing time up to 60%. This is a very helpful feature of the app. One of the most important parts of a mixer is its bowl, and for that the bowl has to be safe during its use.

There is an auto shutoff option with a sound alert which prevents the ingredients from the risk of being overbeaten. And the ingredients can be safe from this facility. Sound alert is very helpful to you, because you must be very busy during the cooking, you do not need always to take extra care for the shut off of your mixer. The sound alert makes you known by generating a sound automatically for your attention.

The mixer is qualified with a load sensing technology with a full motor protection. This sensing technology should not be neglected as it is an obvious part of a safe mixer.

It provides s a 550 watt motor with bowl and handle made by 5 qt (4.7 L) stainless steel. The body of the mixer will be very strong one as stainless steel is used for making its body. You can buy it for rough use and for professional purpose also.

Pros

- The product is made with all the good ingredients those are very much perfect for a mixer. It is enriched with a lot of modern technologies those allow you more comfortable and safe using. The use of modern technology is every accessory around us, so why your mixer will be backdated, there should be an obvious use of modern technology. This stand mixer will be a perfect matching with your all other modern appliances in your kitchen.
- Like all other Breville products Breville BEM800XL Scraper Mixer Pro Stand Mixer is also designed for both function and aesthetics of the user's mind. You can easily



EXHIBIT F

accommodate all the recipes in its 5 quart stainless steel bowl, and the ingredients can be place there comfortably.

- The handholds on the bottom and the handle on the front of the mixer make it easier for lifting and transporting. And the power cord also is stored very conveniently inside the base of the product. The user will be very much benefited by using this stand mixer as the product is made for providing the users a better service.
- The designers of the mixer make this product to provide you a wonderful experience of mixing, which you never enjoyed before. You must enjoy the cooking with Breville BEM800XL Scraper Mixer Pro Stand Mixer. The user guidelines are very easy to understand. Any user can use this product with a little knowledge for it.

Cons

- Some users complain that the mixer is a little bit noisy and for that they feel irritated at the time of cooking.

Conclusion

The page of customer review for this product is full of words like 'excellent', 'quality product', 'standard one'. The product is a very good and it must fulfill your desire. You must get a new spirit to cook with this mixer. It can be used for household use or professional purpose, in both of the purposes the product give a very excellent service. If you want a new mixer, you can go for buying this stand mixer.

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EXHIBIT F[Best Smoothie Blender Reviews](#)[Best Stand Mixer Reviews](#)

Summary	
Reviewer	ConsumerAtHeart
Review Date	2015-11-04
Reviewed Item	Stand Mixers
Author Rating	

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THE BREVILLE 5-QUART SCRAPER MIXER PRO: A PLEASURE TO USE FOR EVERYDAY DUTIES

October 24, 2015 By [Lorna Krings](#) — [Leave a Comment](#)

Do you enjoy the stress-free baking that comes with a well-designed stand mixer? And do you appreciate having a few extras included when you make an investment in a kitchen appliance?

If you answered yes (and who wouldn't?), then you'll want to put the Breville 5-Quart Scraper Mixer Pro Stand Mixer in your review file.



EXHIBIT G

[Breville BEM800CBXL Scraper Mixer Pro Stand Mixer, Cranberry Red](#) available at Amazon

An internationally known manufacturer of kitchen appliances from Australia, Breville began creating electronic cookware in the mid 1950s. And with the introduction of the “toastie” in 1974, the name became associated with the toasted sandwich maker – at least in the UK and down under.

Breville launched their brand in North America at the beginning of the 21st century, bringing with it a whole new presence in small kitchen appliances – one that includes stand mixers, and makes a very viable alternative to the big name manufacturers.

In this post, let's dig in to what makes the Scraper Mixer Pro such a contender in the ranks of its contemporaries.

OVERVIEW

Without a doubt, getting features that are additional on other mixers is always a bonus, and with Breville the quality of these “extras” is crafted with a level of attention to detail that makes them a true pleasure to use.

EXHIBIT G

☰ The stalwart in the Breville line of stand mixers, the Scraper Mixer combines sleek, attractive form with function and innovative technology. It offers plenty of strength for tough tasks, the performance of a professional model, and the convenience of use that endears it in the hearts of many a baker.



[Breville BEM800BSXL Scraper Mixer Pro Stand Mixer, Black Sesame](#)
available on Amazon

A highlight is the included scraper paddle, which scoops up every iota of butter, batter, or icing from the sides and bottom of the bowl. It makes short work of creaming butter and sugar together, mixing sticky ingredients, or folding in fluffy egg whites, and virtually eliminates the need for scraping with a spatula.

EXHIBIT G

And, it also performs all the basic tasks admirably, from simple stirring to "poof-free" addition of flour, to kneading sticky dough without strain or motor fatigue.

THE NUTS AND BOLTS

Constructed of heavy duty die-cast metal, this unit is not only robust but has exceptional balance as well, which keeps it in place on the counter and prevents "walking" with heavy mixtures.

In addition to the well thought out design, the precise alignment of the mixer head, attachments, and bowl, and [the orbital motion of the agitator](#), ensures you get consistently and thoroughly mixed batter and dough every time.



EXHIBIT G

Breville BEM800XL Scraper Mixer Pro 5-Quart Die-Cast Stand Mixer.
Silver available on Amazon

The smooth running motor also has load sensors for motor protection, and will detect heavy mixtures and maintain a precision speed while mixing, regardless of the density. And if an overload does occur, the unit will shut down and display an error message indicating the necessary solution – such as cool down time.

A tilt-held model, the Scraper Mixer head locks into place both when in the mixing position and when lifted – so you don't have to worry about it accidentally crashing down when adding ingredients.

It also features convenient handholds on the bottom and a lift-assist handle on the front of the motor head to make it easier to lift and transport. And the electrical power cord tucks neatly away into a nook on the base when not in use, for clutter-free storage.

THE NUMBERS

The 5-quart stainless steel bowl can easily accommodate standard household recipes, even large batches of seasonal or holiday baking. And the large loop handle on the bowl provides comfort when lifting, and a secure grip when locking the bowl into place on the stand base.

The Breville Scraper Pro comes with a burnished aluminum flat beater, a burnished aluminum C-shaped dough hook, a wire whisk, a 2-piece clear pouring shield, a thin silicone spatula, and a scraper beater attachment.

EXHIBIT G

The featured scraper beater attachment makes it simple and easy to thoroughly mix all ingredients without stopping. The edges are flexible and it continuously folds and scrapes the sides and bottom of the bowl, as well as the dimpled bottom, for superbly thorough mixing.

It essentially eliminates the need for hand scraping altogether, which is definitely a time saver.

The Scraper Mixer has 12 different speeds, which are easily controlled with a large dial. As it's turned, a clear LED light strip situated vertically on the base shows the speed for easy reference. And it also indicates which speed is optimal for specific tasks, such as Aerate/Whip through to Fold/Knead, making it very user friendly.

EXHIBIT G

It's a small item, but another welcome feature is the programmable timer with LED display on the base to count up and count down, and it can be paused at any time. Handy and useful, it takes the guesswork out of mixing times, and you don't have to go to a different appliance to set a timer.

It also comes with three unique safety features. The motor head safety cut-off will automatically shut the power off and place the unit in standby if the tilt head is lifted during operation.

The current overload protection will activate if the motor is stalled or overloaded, and it will beep with an error message. And the thermo cut-off safeguards against the motor overheating, shutting down when temperature limits are reached, and again, displaying an error message.

This machine measures approximately 9 x 15 x 14", weighs 20 pounds, and runs on a powerful 550 watts.

It also comes with Breville's 1-year warranty, and a very well written and comprehensive User's Manual with many recipes and tips.

OPTIONAL ACCESSORIES

Not nearly as many additional attachments are available as for its KitchenAid rivals. [But, an extra bowl is available](#), as well as an ice cream maker.



EXHIBIT G

[Breville BIA500XL Freeze & Mix Ice Cream Bowl for use with BEM800XL/A Stand Mixer](#)

Though, for the price of a “frozen bowl” style ice cream maker, [you could buy a quality stand-alone unit](#) for about the same price, and this wouldn't necessitate tying up your mixer.

WHAT OTHERS ARE SAYING

The following comments are based on the most frequently repeated insights from verified purchasers on Amazon, both good and bad:

- Happy shoppers report that the featured scraper beater attachment works as claimed, and cleanly scrapes the bowl when creaming ingredients and making frosting. It's particularly good for those batches that like to “climb” the bowl when mixing. And, it saves time and prevents unnecessary frustration since you won't have to stop and scrape it down with a rubber spatula every few minutes.

EXHIBIT G









- Another favorite point is the sturdy construction, with well-balanced heft and a weighted base that provides stability, and anchors the machine down on the counter, even at high speeds. Very little wobble and no hopping, even with double batches.
- The digital timer gets kudos as well, as does the speed control dial which is "very cool" to use, with a solid feel to it. And the LEDs that mark the speed are nice and bright, making everything easy to read.
- On the critical end of the spectrum, the splash guard is awkward to get on and off regardless of whether the attachment is in place or not, and requires a bit of jiggling to get it settled into place.
- And there are several complaints of the machine overheating with rancid smoke, the cut-off features apparently not kicking in when they should. And when they do work, the machine frequently shuts down when mixing stiff cookie dough or kneading bread dough, and it then has to sit for several minutes to cool off.

CONCLUSION

A pleasure to operate with unique features, the Breville Scraper Mixer Pro is great for light to medium usage and textures such as butter frostings, cake mixes, cookie dough, and the occasional bouts of dough kneading.

FOODAL'S RATING	
Power	★★★★★

EXHIBIT G

	Performance	<input type="text" value="Search..."/>  
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	Build Quality	
	Warranty	
	Value	
		3 

However, it does seem to fall short for the dedicated bread baker, with the motor giving up too easily for making repeat batches of bread. But for general purpose baking duties, it proves to be a well-built and reliable performer, giving very good value for the price.

EXHIBIT G

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For a just little more cash, [we'd recommend the Bosch Universal Kitchen Machine](#) for folks that like to use thick dough.

For the serious bread bakers, you really need to look into [upgrading to the KitchenAid 7-Quart Pro Line](#) for a traditional unit, or [the Ankarsrum Original](#) for one of the most powerful home models on the market.

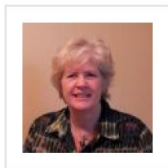
Want more options? [Take a look at Foodal's Stand Mixer Buying Guide](#) or see all of our reviews [here](#).

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**ABOUT [LORNA KRING](#)**

Recently retired as a costume specialist in the TV and film industry, Lorna now enjoys blogging on contemporary lifestyle themes. A bit daft about the garden, she's particularly obsessed with organic tomatoes and herbs, and delights in breaking bread with family and friends.

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Breville BEM800XL Stand Mixer + Additional Bowl for \$285 (Best Mixer According to Consumer Reports)

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Deals



Did you know that the [Breville BEM800XL Scraper Mixer Pro 5-Quart Die-Cast Stand Mixer](#) has pushed Kitchen Aid Mixers from the top spot when it comes to Consumer Reports rating? Yep, it was [all over the news this morning](#).

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Amazon is offering a great deal on this top rated mixer at the moment. Get the [Breville BEM800XL Scraper Mixer Pro 5-Quart Die-Cast Stand Mixer](#) for 29% off or \$285 from Amazon. Plus check under “Special Offers” and get 1 Breville 4 qt. stand mixer bowl free when you purchase 1 or more Breville Scraper Mixer Pro Stand Mixer offered by Amazon.com. This is a \$50 value you get free. *Click on “Add Both to Cart” to add the mixer and the free bowl to your cart.*

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“ According to Consumer Reports, the Breville eked out the win in part with a bevy of convenience features, including:

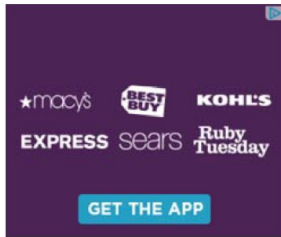
- A leaf beater with a flexible edge that scrapes the bowl as it turns, eliminating the need for you to do so with a rubber spatula.
- Easy-to-use 12-speed control dial with a blue LED indicator telling you what speed is right for for various tasks, from folding and kneading to aerating and whipping.
- A timer that lets you set your desired mixing time, great for that seven-minute frosting.
- A lift-assist handle that you can grab when lifting the mixer head into a tilt-back position.









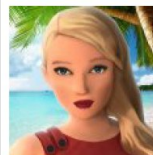

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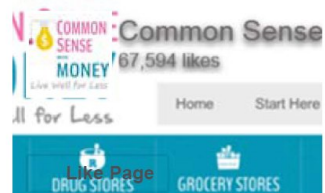
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SUMMARY

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The revolutionary Breville stand mixer takes baking to a whole new level. Perfect for bakers of all skill levels, it's ideal for everything from mixing batters and kneading bread dough to whipping egg whites.

- The 10-minute backlit LCD timer can be set to count either down or up to accommodate recipes with specific mixing times.
- Twelve speeds with easy-to-follow descriptions ranging from folding and kneading to whipping and aerating.
- The innovative scraper beater has flexible edges that continuously scrape the bowl's interior, reducing mixing times by up to 60 percent
- The head moves in a planetary dual rotation for professional results.
- Lock the head in the tilt-back position for unobstructed access to the beater and bowl.
- Durable die-cast housing with brushed-stainless-steel finish.
- Auto-shutoff with sound alert prevents ingredients from being overbeaten.
- An attachment guide provides recommendations for attachment selection and mixer speed, ensuring foolproof results for a variety of tasks.
- For clutter-free countertops, the hideaway cord is conveniently stored inside the base.
- Includes 5-qt. stainless-steel mixing bowl, splash guard, flat beater, dough hook and wire whisk attachments.



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(15)
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Customer Reviews ★★★★★

6 reviews (5 out of 6 customers recommend this product to a friend.)

★★★★★

Appleannie
Springfield, VA

Ability level: Intermediate

Has owned product for: 1 - 3 months

Would You Recommend? Yes

1 of 1 found this review helpful.

I found this review: [Helpful](#) [Not Helpful](#)

April 21, 2016

A GREAT MIXER FOR ME

I am enjoying the Breville Mixer very much. I find it easy to use plus I like the features. It is lighter than my Kitchen Aid which I have also enjoyed, but it is too heavy for me now so I will pass it on to our daughter. I bumped the splash guard and a piece broke off so I would like to know how to order a new one. It was my fault and not the machines. Otherwise, I am very pleased with the purchase.

Pros: Easy to Use, Easy to Clean, Durable, Versatile, Design, Speed, Quality, Size, Power, Assembly

[COMMENT ON THIS REVIEW](#)

★★★★☆

Onescout
Fayetteville, Nc

Ability level: Intermediate

Has owned product for: 1 - 4 weeks

Uses product: A few times a month

December 6, 2014

TOO SMALL FOR A FAMILY OF GROWING BOYS.

I'll admit it, I've been spoiled by a hand me down Kitchenaid Professional. It's the only mixer I had ever used, but it died 2 days before thanksgiving. Since I love all my other Breville electrics, I decided I would get this mixer instead of another kitchenaid. While it is lighter, it is too small for a doubled batch of cookie dough and the cheap, plastic scraper blade moves the dough up the the mouth of the bowl where it then rolls up and out. I dislike needing 2 hands to tilt the head up. This mixer is going back and I'm getting another kitchenaid.

Pros: Easy to Use, Easy to Clean, Quiet
Cons: Size

EXHIBIT I

Would You Recommend? No

3 of 11 found this review helpful
I found this review: [Helpful](#) [Not Helpful](#)

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★★★★☆
ToniNTampa
Tampa, FL
Ability level: Intermediate
Has owned product for: 6 - 12 months
Would You Recommend? Yes

NOT SURE HOW TO RATE- GOOD MIXER, BUT...
Performed as expected. My disappointment is my fault. My husband and I were in a WS just before Christmas 2012. I've always wanted a stand mixer and bought one. But a busy job ect., and it was 12/24/13 before I opened the box for the very first time. There were no instructions, no owners manual. I found the owners manual online and my husband printed it for me. But I also found that there was no wire whip in the box. (so now I need to buy one) By the look of the internal packaging, I'm certain this was a returned product. But no one in WS bothered to check it out before reselling it. One year later, I'm sure WS would not care to hear my complaint and do anything about it. As I said, I should have not waited to open the box. But I have disappointment in WS for selling this to us as they did.
Pros: Durable, Easy to Use, Easy to Clean, Speed, Design
Cons: items missing

December 28, 2013

5 of 16 found this review helpful.
I found this review: [Helpful](#) [Not Helpful](#)

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★★★★★
swimbaby26
Alea, HI
Ability level: Intermediate
Has owned product for: 1 - 4 weeks
Uses product: Once a week
Would You Recommend? Yes

BEATS A KITCHENAID BY FAR
My fiance and I were debating for the longest time between a professional kitchenaid or the Breville. We have had excellent experience with Breville thus far with the smart oven and water boiler and thus were not dissuaded by its new entry into the stand mixer market. It was a lot cheaper than a pro kitchenaid, also made of metal parts, and came with the much needed scraper attachment. Also, it has high power relative to the price. I have nice knives so I didn't need the slicer, the original imperial pasta machine is better, and a blender can grind grains. Besides the ice cream maker (which almost won the debate), I couldn't think of a good reason besides brand recognition. And I have no regrets. Breville is amazing and this is super silent and efficient.
Pros: Durable, Easy to Use, Quality, Time-saver, Power, Easy to Clean, Versatile, Quiet, Design, Assembly

August 26, 2012

11 of 11 found this review helpful.
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Color	Silver	Black	Empire Red	Black
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Product Description

Color: **Silver**



The Breville Scraper Mixer Pro's come with the following attachments: pouring shield, scraper beater, flat beater, dough hook, and wire whip

helps make your baking stress-free. The designers at Breville are determined to make the baking just as enjoyable as the baked goods: no more scraping sticky bowls, no more splattering ingredients when you add them to the bowl, no more guessing how much more time you need to mix.

Designed by bakers, for bakers

The next step in the evolution of the stand mixer, Breville's Scraper Mixer Pro stand mixer takes the classic features of the stand mixer to the next level. Features that are standard on other mixtures are upgraded with a level of attention to detail that only Breville can provide.

Do you get tired of stopping to scrape down the batter from the sides of the bowl? Breville's scraper beater attachment makes it easy to mix without stopping. The flexible edges of the scraper beater continuously folds and scrapes the sides and bottom of the bowl, including the dimple at the bottom, for exceptionally thorough mixing. This essentially eliminates the need for hand scraping with a spatula, cutting mixing time in half. And, with the Scraper Mixer Pro's unique planetary mixing action, you can be sure that the batter will be mixed evenly—no pockets of ingredients left behind. The counter-clockwise motion of the mixer head combined with the clockwise sweep of the extra wide attachments provides 360 degree coverage of the bowl.


The Scraper Mixer has twelve different speeds, controlled by an easy-turn dial. An LED light strip shows the speed for easy reference. Another LED display shows a timer that can be programmed to count up or count down, so you can set it to a recipe's specifications or time how long your favorite recipe takes, taking the guesswork out of the equation.

Breville

Stand Mixer Features at a Glance

 <p>550 WATT</p>	 <p>12 Electronic Speeds</p>	 <p>5.0 QUART</p>
 <p>Scraper Beater</p>	 <p>Planetary Mixing Action</p>	 <p>Kitchen Timer</p>

EXHIBIT J




Breville BEM800XL Scraper Mixer Pro 5-Quart Die-Cast Stand Mixer
~~\$249.95~~ **\$249.95** Only 1 left in stock. Sold by [Lone Star Spot](#) and [Fulfilled by Amazon](#). Gift-wrap available.

Beauty and function

Like all Breville products, the Scraper Mixer Pro was designed with both function and aesthetics in mind. The 5 quart stainless steel bowl can easily accommodate most recipes, even for large portions during the holidays. The tilt-release head locks into place for the safe addition of ingredients, so you don't have to worry about the mixer head falling down when you've tilted it back, while the pouring shield prevents splattering when adding ingredients while the mixer is on. The handle on the front of the mixer and the handholds on the bottom make it easier to transport and lift, and the power cord conveniently stores inside the base of the mixer. From its main features down to every single detail, the Breville stand mixer was built for baking.

Product Features

1. Click on image to view larger
2. 'Tilt-release' button releases the mixer head into the open 'tilt-back' position for easy removal and addition of ingredients, attachments, and mixing bowl
3. LED speed indicator LEDs illuminate to display the selected speed/mixing task
4. 12 speed control dial 'pause' function temporarily stops the mixer and pauses the timer
5. Internal cord storage located in the rear of the mixer. Cord pushes into the mixer base for convenient and tidy storage
6. LCD screen with timer so you can set the timer to count-down according to a specified receipt time before automatically switching off
7. Attachment shaft attaches the scraper beater, flat beater, wire whip and dough hook
8. 2-piece pouring shield minimizes splattering when mixing and adding ingredients
9. 5 quart stainless steel bowl
10. Bowl locking recess securely locks the bowl in place for safety and stability when the mixer is in operation



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The Scraper Mixer Pro's planetary mixing covers the entire bowl, leaving no pockets of unmixed ingredients behind

Product InformationColor: **Silver**

Product Dimensions	8.7 x 14.6 x 13.7 inches
Item Weight	21 pounds
Shipping Weight	21 pounds (View shipping rates and policies)
Manufacturer	Breville
ASIN	B003QI9HPW
California residents	Click here for Proposition 65 warning
Item model number	BEM800XL
Customer Reviews	237 customer reviews 4.6 out of 5 stars
Best Sellers Rank	#127,279 in Home & Kitchen (See Top 100 in Home & Kitchen) #226 in Kitchen & Dining > Small Appliances > Mixers > Stand Mixers
Date first available at Amazon.com	June 8, 2010


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Customer Reviews

237

4.6 out of 5 stars

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3 star	3%	
2 star	6%	
1 star	9%	

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Top Customer Reviews

Is it better than a KitchenAid?

By [kestrel66](#) on January 3, 2013

Color: Silver **Verified Purchase**

After much research, soul searching, and hand wringing, I purchased the Breville BEM800XL Stand Mixer over the KitchenAid KSM150 Artisan and if you are reading this review you are probably debating the same purchase. To answer the main question, "am I pleased with my decision to get the Breville?" the answer is, "yes," with a few caveats.

Before purchasing I determined that I wanted a tilting head to my stand mixer and eliminated the KitchenAid 600 Series. I have worked with the 600 series before, and other mixers like it in the restaurant industry, and do not like the bowl locking mechanism and just prefer working with tilt head when scraping the sides of the bowl and scraping/removing the beater blades. If you are looking for a larger machine or a machine that will primarily be used for making bread dough, neither the Breville BEM800XL or the KitchenAid KSM150 Artisan are for you. Spend the money and get a commercial grade stand mixer from a company like Hobart. If like me you are looking for a machine that will tackle cake batters, single and double batches of cookies, quick breads, and the occasional bread dough read on.

For over 30 years I have used KitchenAid (KA) stand mixers. Both my mother's, which I have used extensively, and my sister's have seen years of use, both intermittent and doing heavy work, and are still going strong. One was purchased before Whirlpool bought KA out, the other shortly after. I bring this up because there is a good number of negative reviews about the newer KA mixers. They claim that the newer mixers are not being made to the same level of quality control as they had been when Hobart made them and also that KA/Whirlpool's customer service leaves something to be desired.

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18 Comments 469 people found this helpful. Was this review helpful to you? [Report abuse](#)

Almost perfect

By [Elizabeth Christian](#) on January 8, 2011

Color: Silver

I spent a few weeks researching mixers online before purchasing this one; after reading all kinds of things about the latest Cuisinart and KitchenAid mixers, I decided to give Breville a try even though I had never heard of their company before. So far I have used it to make 2 loaves of bread, a batch of cupcakes, Swiss meringue buttercream frosting, and some espresso meringues. I had never made bread before, but the mixer made it much easier and less frightening than I was expecting. Even though I frakked up the recipe on the first load (accidentally leaving out the milk!), the bread still came out quite fluffy and well mixed. The cupcakes were perfect, fluffier than they'd ever been when I've mixed them by hand or with my hand-held mixer. The frosting was also perfect - this recipe usually takes me 15-20 minutes when using my hand mixer, but the Breville cut it down to about 4:30. My mind was blown. It did such a good job whipping the egg whites for the frosting that I decided to try making meringues tonight, something I generally avoid doing because it takes so long with the hand mixer, and they always come out kind of sad and flat. Not the case using this mixer. The whole mixing process took maybe 6 minutes, and everything was fluffy and beautiful!

Some of my favorite things about this mixer:

- + The scraper-beater attachment made making the frosting much easier, as the recipe I use has a tendency to climb the bowl. Usually I have to stop every few minutes to scrape down, but the scraper-beater attachment took care of that for me, saving me a lot of time and frustration.
- + The "planetary action" motion of the mixing head does a hell of a lot of work in a very short time.

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Most Recent Customer Reviews

Works well!

Wife uses it to make cakes, roti etc. Works and tastes great, not too hard to wash either!

Published 3 days ago by [Madhusudanan Desikan](#)

Love my Breville!

A great deal on a great mixer. Very happy with this machine. Well packaged and received on time.

Published 11 days ago by [P White](#)

#1 top notch Standmixer and Ice Cream is perfect...♥

I LOVE this mixer. I've have the ice cream bowl and have made 5 batches of ice cream...actually received my second bowl today.... [Read more](#)

Published 24 days ago by [Amazon Customer](#)

Fantastic Mixer!

After much research, a lot of review reading, etc., etc. I decided to get the Breville Pro 5 Quart Mixer. [Read more](#)

Published 1 month ago by [Brandy Rude](#)

Love this mixer my kitchen Aid was 23 years old ...

Love this mixer my kitchen Aid was 23 years old and just about on its last leg, this mixer is awesome love the timer and love the modern look! [Read more](#)

Published 1 month ago by [Nail Diva](#)

Best Number 1 Mixer on the Market - By Consumer Reports!

I'm so glad I did my research first on Consumer Reports! I always wanted a really good mixer and most people have Kitchen Aid's. KA reviews were not good! [Read more](#)


Published 2 months ago by [Heaven Bound](#)

I like it...but...

I bought this mixer back in February when my Kitchen aid encountered problems. I have had it for at least 20 years! [Read more](#)

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Breville BEM800XL Scraper Mixer Pro 5-Quart Die-Cast Stand Mixer

Color: Silver

Vine Customer Review of Free Product (What's this?)

OK, I will be completely honest, I am not an excellent cook. I am a good one. But I am an excellent baker. I take it extremely seriously and have been baking for a very long time. Like any baker, novice or highly skilled, I take pride in what I bake and how it is done. And sometimes there is frustration with a mixer and you just forgo it and attack it with good old arm strength to get the last bit of work into something, like a dough. So when this stand mixer arrived I wondered would it stand up to my KitchenAid 600 or would I be left doing more work than I normally would. Thankfully, I can answer that the Breville 5 quart mixer handles extremely well!

I made two things to test it out: mashed potatoes and cheesecake, don't judge me, that covers most of the food groups. The flat beater handled the potatoes fine. And the added bonus was that the Breville didn't shift across the table on a higher setting, there was a slight vibration. The second test was with the cheesecake. A nice smooth cheesecake is what I like, a thick texture that is also velvety. I do use the wire whip even after I've added the cream cheese just to get a little bit more air. And, again, the Breville had no issues and since I do like a thicker cheesecake, it was nice to see the wire whip hold up.

Here are a few added pluses of this beauty:

The release button! Gives you more access to the bowl by releasing and raising the mixer head for adding more ingredients.

The chrome finish is lovely and goes with the decor of any kitchen due to its simplicity.

It comes with an instruction manual that has a few solid recipes.

The weight of it was a pleasant surprise, by no means is it light, 20 pounds., give or take. [Read more >](#)

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Quality mixer!

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Breville® Red Scraper Mixer Pro Stand Mixer

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This amazingly easy-to-use mixer is a must-have for beginning bakers and experts alike. Featuring 12 speeds for everything from kneading and folding to whipping and aerating and a 550-watt motor, this powerful mixer can handle any task. The innovative... [Read More](#)

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DESCRIPTION

This amazingly easy-to-use mixer is a must-have for beginning bakers and experts alike. Featuring 12 speeds for everything from kneading and folding to whipping and aerating and a 550-watt motor, this powerful mixer can handle any task. The innovative scraper-beater head scrapes the sides of the bowl while mixing, ensuring ingredients are thoroughly incorporated without needing to stop the machine. Built-in countdown timer allows you to focus on other tasks while mixing and ensures that ingredients aren't overbeaten.

Web exclusive: This product is only available online.

FEATURES [Hide](#)

- The 360-degree beater-to-bowl coverage ensures that ingredients are thoroughly mixed
- Twelve speeds for kneading, folding, whipping, aerating and more
- Countdown timer allows you to precisely time mixing. Auto-off function turns mixer off when mixing is complete
- Powerful 550-watt motor handles even the heaviest of mixtures and doughs, while load sensing technology prevents motor burnout
- Four beater attachments: scraper beater, flat beater, dough hook and wire whisk
- Hideaway cord tucks up inside the base to keep countertops clutter free
- Lockable tilting head allows unobstructed access for easily adding ingredients or removing the bowl
- Handy attachment guide recommends attachments and mixer speeds for perfect results every time—ideal for novice bakers



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Harriett R on Feb 10, 2015

I already have one in my RV and I love it. I own a Kitchen Aid in my home and realize how much I like the Breville compared to the Kitchen Aid, so I'm replacing my Kitchen Aid.

Kimberly M on Aug 23, 2014

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Breville Scraper Mixer Pro Stand Mixer

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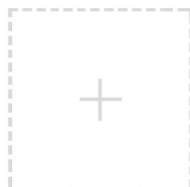
The revolutionary Breville stand mixer takes baking to a whole new level. Perfect for bakers of all skill levels, it's ideal for everything from mixing batters and kneading bread dough to whipping egg whites.

- The 10-minute backlit LCD timer can be set to count either down or up to accommodate recipes with specific mixing times.
- Twelve speeds with easy-to-follow descriptions ranging from folding and kneading to whipping and aerating.
- The innovative scraper beater has flexible edges that continuously scrape the bowl's interior, reducing mixing times by up to 60 percent
- The head moves in a planetary dual rotation for professional results.
- Lock the head in the tilt-back position for unobstructed access to the beater and bowl.
- Durable die-cast housing with brushed-stainless-steel finish.
- Auto-shutoff with sound alert prevents ingredients from being overbeaten.
- An attachment guide provides recommendations for attachment selection and mixer speed, ensuring foolproof results for a variety of tasks.
- For clutter-free countertops, the hideaway cord is conveniently stored inside the base.
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★★★★★

(1)

Sugg. Price \$459.95



KitchenAid® Design Series Stand Mixer

★★★★★

(11)

Sugg. Price \$460

Our Price **\$399.95**

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Williams-Sonoma Silicone Spatula with Stainless-Steel Handle

★★★★★

(7)

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(1)

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★★★★☆

(4)

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(14)

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Williams-Sonoma Vanilla Madeleine Mix

★★★★★

(2)

Sugg. Price \$12.95

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Summary of Customer Ratings & Reviews

Sort by 

Customer Reviews ★★★★★

6 reviews (5 out of 6 customers recommend this product to a friend.)

★★★★★

TexasSandra
Irving, TX

Ability level: Advanced

Has owned product for: 1 - 3 months

Uses product: Once a week

Would You Recommend? Yes

15 of 17 found this review helpful.

I found this review: [Helpful](#) [Not Helpful](#)

VERY PLEASED!

I researched to the point of absurdity and read every review I could find on both this machine and the KA. Went back and forth a hundred times and finally decided on the Breville. So glad I did. I love it!

Pros: Easy to Use, Quality, Power, Easy to Clean, Easy to Store, Size, Speed, Design

April 19, 2012

[COMMENT ON THIS REVIEW](#)

★★★★☆

Mykidsfavoritecook
Tulsa, OK

Ability level: Advanced

Has owned product for: 1 - 3 months

Uses product: Once a week

FIRST STAND MIXER

I have been having lots of fun with my stand mixer so far. My only complaint would be that if you use the timer it only goes to 10 minutes and if you don't use the timer it automatically stops mixing at 10 minutes.

Pros: Durable, Easy to Use, Quality, Time-saver, Power, Easy to Clean, Size, Speed, Versatile, Quiet, Assembly
Cons: timer

January 10, 2012

EXHIBIT L

Would You Recommend? Yes

5 of 8 found this review helpful.

I found this review: Helpful ▶ Not Helpful ▶

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Reviews

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March 11, 2014

"I bought this mixer in January 2014 mainly because I make bread at home. I decided to write the review because I researched a lot before I bought it and I hope my review will be helpful for others. I have no comparison with another mixer (Kitchen Aid or Cuisinart) as this is my first one. However I love my Breville mixer and here is why:

1. I used it for bread - 2 loafs at a time (I make multigrain honey bread which has 4 cups of water, 7 cups of regular flour, 1 of whole wheat flour, 1 of barn flakes and 2 cups of oats) . I gave the ingredients so that you can compare with the quantities you use. When making this bread I knead it for 4 minutes at the end and the gluten is sufficiently developed by this powerfully mixer. The machine does not overheat, does not "dance" on the counter and the bread came out perfect every single time. I have no problem removing the bowl after I am done. It does not get stuck.

2. I used it for whipping cream and egg whites - it is superb! The mixer is very powerful and finished product is ready very quickly and comes

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EXHIBIT M

out perfectly. No complaints. The same for oatmeal cookies and other cakes.

3. I like very much the fact that the tilting head blocks in the up position – so there is no danger of hurting myself.

4. I love the included splatter guard and spatula – the spatula cleans the bowl perfectly so I don't lose my ingredients and the guard is excellent when adding ingredients without making a mess. Yes you have to place it and remove it while working but for me that is not a hassle. The same goes for the beater and kneading accessories. Well made, they clean well both by hand and in the dishwasher.

5. I like that it has a timer and that it is programmable. It has a sleek modern design while being sturdy and well made. It is not very heavy (I can move it around by myself easily) and it is not very loud. I don't feel that it should be heavier or more solid – it is just right.

I also like the handle underneath which helps move it around and the cord ring for easy unplugging.

I would have liked it to have more attachments like the Kitchen Aid ones but I choose it over those because it is a more modern product and I don't regret my choice. I reviewed this product also on the Bed Bath and Beyond site as I bought it from them. I hope my review helps."

January 6, 2014

"I have had my Breville mixer for almost three years now. I bought it as a birthday gift to myself. At the time I had just discovered a food intolerance and was unable to eat store-bought food such as bread. I had been making my bread by hand and would have continued to but for some reason my tendonitis in both wrists had flared up and I was in agony. My main concerns when buying were

1)that it would not break down. Breville had a good record of working and not breaking down. (unlike Kitchenaid)

2)that it would fit in my kitchen. It is 14 inches high and fits under the cupboards on my counter easily.

3)that it could make bread. I really wanted to avoid stressing my wrists so it was fairly important that it could take care of the hard stirring. The Breville can and will make bread up to two loafs worth of dough. The motor will heat up a bit, but it works fine. What I didn't realize was that I had to finish kneading by hand. Thankfully I never have to knead that long because the machine has done most of the work but I can't get out of it entirely. If I were willing to use a wet dough recipe I could have managed to get around this.

Buying this mixer was a great decision. I use it at least twice a week to make bread and have been very happy with it. In all my years of having it I have only used the higher speeds a handful of times. Once to make whip cream. (turned out lovely) So I have no idea if it holds up on the higher speeds.

The countdown timer feature is wonderful, and I use it all the time. As for the accessories I mainly use the dough hook for breads, the regular beater paddle for mashed potatoes and the scraper beater for cookies and cheese cake. The whisk works for whip cream but I've only used it once or twice. It also came with a spatula that everyone raved about in the reviews but I melted mine by accident within the first week. I never use the plastic shield that it came with. Its too much of a bother. At the time I bought it only came in utility silver. But I think it looks fabulous. It's very steam lined, without a lot of features which I like. Everything is durable easily cleanable (all of the attachments even the bowl go in the dishwasher) and works the way its supposed to. It has a lovely feature where the head of the mixer will not come up out of the bowl unless you press the release knob. The head will come up and lock into place. You can press the same release knob to put the head back into the bowl. (It won't fall, you have to guide it in) The bowl easily locks into place the attachments are easy to secure into place and remove and the entire machine stays where you put it as it runs. It also has a lovely hole through the plug so it's easy to pull out of the wall. I wish all cords had this!

The only feature that my Breville lacks is a half spin button. Sometimes it would be very nice to move the mixer blades just a half step forward for easier scraping or adding of ingredients. I can see how that would be a designer nightmare and I don't really –need– it. I just think it would be nice.

Over all this is a great machine that I am very happy to own. "

EXHIBIT M

January 17, 2013

"I have been a Kitchen Aid girl for years, but when I saw this mixer I had to have it. My family gave it as a Christmas give and I love it. The Breville is so much lighter and faster than my old Kitchen Aid. I love the features the timer is a God sent. Thank you Thank you Breville for making baking fun for me again."

December 18, 2012

"I received this for Christmas and I LOVE it! I made quite a few dozen cookies with it and with my hand being injured it was very easy to use. Cleans up nicely. Works very well for the price. I wish it would come with more accessories so I could do more with it. "

November 15, 2012

"I have done a LOT of research between Kitchen Aid and Breville, when it comes to stand mixers, and I am almost totally decided to go in the direction of Breville. As someone who just sort of assumed that I would get a KA, I am really surprised by the amount of high praise the Breville gets. Major positives that are making up my mind include:

--Breville is about 7 lbs lighter than the KA and has better handles --not a deciding factor, but a major positive as these machines are heavy and KA's can be really awkward to carry and move.

--Breville offers the timer/shut off function and LED light display (more user friendly settings).

--Breville has a lockable tilt-head--which is really important! I've experienced Kitchen aid's tilt heads to come crashing down and sometimes can pinch your fingers if you aren't careful. Plus, if that happens too often, I can't imagine it being very good for the machine.

--Breville is slightly cheaper AND offers additional attachments including the shield guard and flexible beater scraper..which are additional costs for KA and seem to be better built.

My biggest gripe and hesitation at getting the Breville is its lack of accessories. While I think that KA's attachments are overpriced (generally, you can afford separate machines that do the same function at a much cheaper cost), I am sad that it isn't at least an OPTION.

I noticed that on Breville's Australia site, they offer an ice cream bowl attachment for the same stand mixer, and I was wondering if Breville USA could offer the same thing!! It appears to work for the same machine and it is probably the attachment that I would be most interested in--and gives KA an advantage--if they did offer one!! PLEASE OFFER THIS TO YOUR CUSTOMERS!!! I think Breville would gain a lot of more stand mixer buyers if they did!

October 17, 2012

"So far I have loved everything about my stand mixer. I knead dough few times a week for Indian bread. It is heavy kneading of whole wheat flour. I generally knead it for 8 minutes. So far so good!

But I really really miss the fact that there are no attachments. I was debating between this and kitchen aid for long time. I eventually bought Breville but 6 months down the line I feel I made the wrong choice as I miss the pasta attachment. I don't really care about other ones. May be once I find a good solution for pasta I might not have issues but as of now I miss them.

Breville please listen to us. I am sure I am not the only one who wants attachment on this one.

January 16, 2012

EXHIBIT M

"Add me to the list of satisfied customers with my new Breville Stand Mixer. I love to bake, and this easy to use mixer makes my baking quick and easy. I've researched other mixers before choosing this one, and I'm so glad I did. It's well made, and I'm sure to get a lot of use out of it. I especially love the scraper attachment and the timer. I'm used to using a cheapie hand mixer and an inexpensive stand mixer, so this has been an upgrade for me, and well worth the price. Thanks, Breville, for making a mixer I can still afford and yet has some great capabilities and features."

December 25, 2011

"My new Breville Stand Mixer makes baking child's play! I've used it three times now and love it. "

August 6, 2011

"I would just like to add my voice to the request for Australian version of your stand mixer. While the color options would be nice, what I am more interested in is the wattage and warranty. I am in the market for a stand mixer in the near future and have been doing a lot of research. I find myself coming back again and again to the Breville. I know much of the competition in the US is in the same price range as the one you offer here. But there are a lot of us that do look for the power and capabilities of the higher wattage mixer and are willing to pay a little higher price to get it. And of course if you offered both then you would get both markets. Please consider adding the higher wattage mixer to your offerings here in the US."

July 21, 2011

"I recently had my 22 year old daughter move into her first apartment. Along with her went my Professional Model 2 year old stand mixer. I didn't mind parting with it because I'm going to buy the Breville Stand Mixer. Unfortunately the mixer I had my heart set on was the 1000 watt Australian version with all the colors to choose from as well as the warranty that they offer on that unit. Please, Breville, don't make me wait forever for that to become available in the US! In the mean time I am making due with a hand mixer and hoping for the best. I do already have several Breville products and I love them all! But I really do want that stand mixer. So, I'm willing to wait, not indefinitely though. Please consider this request. We, here in the US, also love to eat, bake, cook, etc. and would love those options that I've seen on the Australian site! Also, please consider an Ice Cream Machine with actual mix and freeze (compressor) and consider, as well, a professional grade Bread Machine with double paddles and digital read outs to be extremely accurate like all of your other equipment. Just some suggestions for you to consider. Thank you so much, for now, I would just be happy with the Stand Mixer with the wattage, warranty, and color options.

~Breville Response~

Hello Sandra,

Thank you so much for your comments and your interest in the Stand Mixer. I do have to say, I have one and feel the same way about it! Unfortunately at this time we do not have the colors, the wattage, or the other warranty on ours. The Stand Mixer that we do have is new to the market so for the time being, it will be simply as it currently is. However, please know we do take suggestions and criticisms very seriously and I have passed yours along! Please keep an eye out on this website as well as our Get Satisfaction pages for any updates or new products that might be coming out! We will do our very best to keep you updated and appraised of any new products that we have entering the market soon!

Thank you again, Sandra, for all of your great suggestions and for your continued support and love for the Breville products!

Breville Usa
~Renee Simms
~Consumer Services"

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